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12 **UNITED STATES DISTRICT COURT**
13 **CENTRAL DISTRICT OF CALIFORNIA**

15 VERNON UNSWORTH,

16 Plaintiff,

17 vs.

18 ELON MUSK,

19 Defendant.

Case No. 2:18-cv-08048

Judge: Hon. Stephen V. Wilson

**DECLARATION OF MICHAEL T.
LIFRAK IN SUPPORT OF
DEFENDANT'S OPPOSITION TO
PLAINTIFF'S MOTIONS IN LIMINE**

Complaint Filed: September 17, 2018
Trial Date: December 2, 2019

1 **I, Michael T. Lifrak, declare as follows:**

2 1. I am a member of the bar of the State of California and a partner at
3 Quinn Emanuel Urquhart & Sullivan, LLP, attorneys for Defendant Elon Musk. I
4 make this declaration of personal, firsthand knowledge, and if called and sworn as a
5 witness, I could and would testify competently thereto.

6 2. I submit this declaration in support of Mr. Musk's Opposition to
7 Plaintiff Vernon Unsworth's Motions in Limine.

8 3. Attached hereto as **Exhibit 1** is a true and correct copy of excerpts from
9 the August 14, 2019 deposition of Vernon Unsworth in this case.

10 4. Attached hereto as **Exhibit 2** is a true and correct copy of excerpts from
11 the November 1, 2019 deposition of Eric Rose in this case.

12 5. Attached hereto as **Exhibit 3** is a true and correct copy of excerpts from
13 the November 4, 2019 deposition of Dr. Bernard J. Jansen in this case.

14 6. Attached hereto as **Exhibit 4** is a true and correct copy of Mr.
15 Unsworth's certified responses to Mr. Musk's Interrogatories.

16 7. Attached hereto as **Exhibit 5** is a true and correct copy of the expert
17 report of Eric Rose.

18 8. Attached hereto as **Exhibit 6** is a true and correct copy of an email
19 between Mr. Unsworth and Will Robinson, produced as VU03495.

20 9. Attached hereto as **Exhibit 7** is a true and correct copy of the messages
21 sent between Vernon Unsworth and Thanet Natisri, produced as VU03314-3394.

22 10. Attached hereto as **Exhibit 8** is a true and correct copy of the email
23 between Mr. Unsworth, Will Robinson, and Thanet Natisri, produced as VU03437.

24 11. Attached hereto as **Exhibit 9** is a true and correct copy of BuzzFeed
25 News' Standards and Ethics Guide in effect on August 30, 2018 and September 4,
26 2018, produced as BuzzFeed002-1-10.

27 12. Attached hereto as **Exhibit 10** is a true and correct copy of BuzzFeed
28 News' current Standards and Ethics Guide, as amended in November 2018.

1 13. Attached hereto as **Exhibit 11** is a true and correct copy of a September
2 3, 2019 email from L. Lin Wood to counsel for Mr. Musk regarding Mr. Unsworth's
3 scope of damages.

4 14. Attached hereto as **Exhibit 12** is a true and correct copy of a September
5 17, 2019 email from Mr. Wood to counsel for Mr. Musk regarding Mr. Unsworth's
6 damages in the UK and Wales.

7 15. Attached hereto as **Exhibit 13** is a true and correct copy of excerpts
8 from the August 27, 2019 deposition of Vanessa Unsworth.

9 16. Attached hereto as **Exhibit 14** is a true and correct copy of the Thai
10 version of the Big Kren interview with Woranan Ratrawiphukkun ("Tik"), the
11 English translation thereof, and certifications for the translation.

12 17. Attached hereto as **Exhibit 15** is a true and correct copy of the Thai
13 version of the Jobpub.com posting made by Tik's email address, the English
14 translation thereof, and certifications of the translation.

15 18. Attached hereto as **Exhibit 16** is a true and correct copy of Mr.
16 Unsworth's initial trial witness disclosures, served on November 1, 2019.

17 19. Attached hereto as **Exhibit 17** is a true and correct copy of excerpts
18 from the August 28, 2019 deposition of Woranan Ratrawiphukkun ("Tik").

19 20. Attached hereto as **Exhibit 18** is a true and correct copy of various
20 Twitter posts that depict the usage and meaning of the term "pedo guy."

21 21. Attached hereto as **Exhibit 19** is a true and correct copy of an email
22 between Mr. Unsworth, Ben Svasti, and Richard Stanton, regarding Ben Reymenants
23 and Raymond Huber, produced as VU03395.

24 22. On October 27, 2019, counsel for Mr. Musk, was first able to make
25 contact with Ben Reymenants and Ray Lightfoot, a.k.a. Raymond Huber.

26 23. Attached hereto as **Exhibit 20** is a true and correct copy of Mr. Musk's
27 initial trial witness disclosures, served on November 1, 2019.

28

1 24. Attached hereto as **Exhibit 21** is a true and correct copy of the
2 confirmation of action of Mr. Unsworth's claim for defamation against Mr. Musk in
3 the United Kingdom, produced as VU00479.

4 25. Attached hereto as **Exhibit 22** is a true and correct copy of an email
5 between Mr. Unsworth and Mr. Robinson, produced in this action as VU03482.

6 I declare under penalty of perjury under the laws of the State of California that
7 the foregoing is true and correct and that this document was executed in Los
8 Angeles, California.

9
10 DATED: November 11, 2019

11
12
13 By 

Michael T. Lifrak

EXHIBIT 1

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

VERNON UNSWORTH,

Plaintiff,

vs.

Case No. 2:18-cv-8048

ELON MUSK,

Defendant.

_____/

VIDEOTAPED DEPOSITION OF
VERNON UNSWORTH
BEVERLY HILLS, CALIFORNIA
AUGUST 14, 2019

Reported By:
PATRICIA Y. SCHULER, CSR No. 11949

Job No.: 41370

VERNON UNSWORTH

August 14, 2019

1 facts or any evidence that anyone anywhere in the
2 world believes you are a child rapist or
3 pedophile?"

4 And I am simply asking you: Are you
5 including the people that work for Elon Musk that
6 he may have learned about their beliefs and their
7 statements --

8 MR. SCHWARTZ: Yeah.

9 MR. WOOD: -- and their efforts to have
10 articles published about him being a pedophile.
11 Are you asking him to include those people? That
12 is my simple point of clarification.

13 MR. SCHWARTZ: Anybody. Anywhere in the
14 world.

15 **THE WITNESS: Could you repeat the**
16 **question.**

17 BY MR. SCHWARTZ:

18 Q. Yeah. I'll tell you what we'll do.
19 We'll break it up.

20 Putting aside anybody who either
21 Elon Musk or anybody who works for Elon Musk, are
22 you aware of any facts or any evidence that
23 anybody, anywhere in the world, thinks you are a
24 pedophile or believes what Elon Musk said about
25 you? Let's do it that way.

VERNON UNSWORTH

August 14, 2019

1 **A. No.**

2 Q. Do you have any evidence that any --
3 either -- that anybody who works for Elon Musk --
4 put aside Elon Musk. That anybody who works for
5 Elon Musk actually believes you are a child rapist
6 or a pedophile?

7 **A. From the report I have seen, which was an**
8 **intrusion of my private life by an investigator,**
9 **what was reported in the there intimates that I am**
10 **a pedo.**

11 Q. And that is a document that your lawyer's
12 asked us to produce and that we produced during
13 discovery in this case; is that what you are
14 referring to?

15 **A. Yes.**

16 Q. And what you are referring to is a
17 private investigator's report to Mr. Musk on the
18 issue of whether or not you are a pedophile; is
19 that right?

20 **A. Yes.**

21 Q. Other than that, are you aware if --
22 well, I've already -- I think we have clarified.

23 So have people come up to you and said --
24 putting aside business associates and friends, have
25 people you don't know come up to you and said

VERNON UNSWORTH

August 14, 2019

1 Q. Now, you are not suing here in this
2 lawsuit for any damages to your reputation in
3 England and Wales; is that right?

4 A. Not that I know of.

5 Q. I want you to think about all of the harm
6 to your reputation that you believe Mr. Musk caused
7 you by what he said about you. Can you separate in
8 your mind the harm to your reputation you claimed
9 to have suffered in just England and Wales from the
10 rest of the world, or does it all blend together?

11 A. It all blends together. As I
12 mentioned --

13 Q. Are you -- sorry. Go ahead.

14 A. As I mentioned much earlier on, this is
15 worldwide. So it's not necessarily just restricted
16 to Los Angeles and the USA and UK and London and
17 Wales. It is worldwide.

18 MR. WOOD: And if it helps, it would not
19 surprise me that sometime in the near future the
20 exclusion of England and UK and Wales will be
21 removed. So but you are free to examine if you
22 think he can differentiate it.

23 MR. SCHWARTZ: Okay.

24 BY MR. SCHWARTZ:

25 Q. In the course of this deposition, you

VERNON UNSWORTH

August 14, 2019

1 have explained to me, not just reputationally, but
2 all kind of ways you believe you have been damaged
3 as a result of what Mr. Musk said about you.

4 Can you put a dollar figure on what you
5 think you are owed?

6 MR. WOOD: You've already asked him that,
7 have you not?

8 MR. SCHWARTZ: I have not asked him that.

9 MR. WOOD: I think you did.

10 **THE WITNESS: I don't think that is for**
11 **me put a figure on the dollar. I think that is**
12 **really down to the judge and the jury and anybody**
13 **else that is involved in the verdict. It is not**
14 **down to me to put a figure on what it -- how**
15 **much -- whether it's a dollar. That is down to the**
16 **judge and jury and anybody else involved in the**
17 **decision at the trial.**

18 BY MR. SCHWARTZ:

19 Q. But as you sit here today, can put you
20 put a dollar amount on what you think you are owed?

21 **A. No. I have just given you the answer.**

22 Q. In your mind can you separate out the
23 injury that you believe you have suffered in any
24 form, from what Mr. Musk said about you, that
25 you've sustained in the United States from the rest

VERNON UNSWORTH

August 14, 2019

1 of the world?

2 **A. No.**

3 Q. Can you separate in your mind the harm or
4 injury that you believe you have suffered from
5 the -- as a result of the tweets Mr. Musk wrote
6 about you in July 2018 from any harm that you
7 believe you have suffered as a result of what was
8 published in the BuzzFeed article later in 2018?

9 **A. I can't separate it, no.**

10 Q. Do you know that the mental anguish, the
11 emotional -- the distress suffering that you have
12 suffered, or that you say that you are suffering
13 from --

14 **A. Excuse me.**

15 Q. I'm sorry.

16 **A. Sorry. I did not mention anything about**
17 **mental stress.**

18 Q. Okay. I will withdraw the question.

19 **A. Just so we are clear.**

20 Q. What is the term I should use?

21 **A. We've talked about emotional stress.**

22 Q. Okay. Emotional stress.

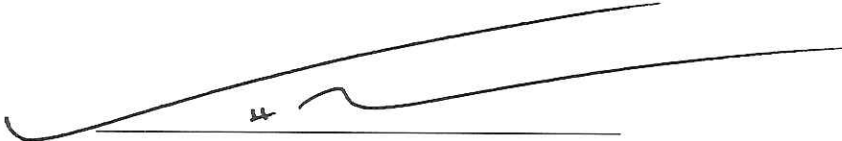
23 **A. Not mental stress.**

24 Q. Emotional stress. How do you know that
25 the emotional distress that you are suffering from

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I, VERNON UNSWORTH, do hereby declare under the penalty of perjury that I have read the foregoing transcript; that I have made any corrections as appear noted, in ink, initialed by me, or attached hereto; that my testimony as contained herein, as corrected, is true and correct.

EXECUTED this 16th day of SEPTEMBER,
2019, at London, _____.
(City) (State)

A handwritten signature in black ink, appearing to read 'Vernon Unsworth', is written over a horizontal line.

VERNON UNSWORTH

VERNON UNSWORTH

August 14, 2019

1 I, PATRICIA Y. SCHULER, a Certified
2 Shorthand Reporter of the State of California, do
3 hereby certify:

4 That the foregoing proceedings were taken
5 before me at the time and place herein set forth;
6 that any witnesses in the foregoing proceedings,
7 prior to testifying, were duly sworn; that a
8 verbatim record of the proceedings was made by me
9 using machine shorthand which was thereafter
10 transcribed under my direction; that the foregoing
11 transcript is a true record of the testimony given.

12 Further, that if the foregoing pertains
13 to the original transcript of a deposition in a
14 Federal Case, before completion of the proceedings,
15 review of the transcript [X] was [] was not
16 requested.

17 I further certify I am neither
18 financially interested in the action nor a relative
19 or employee of any attorney of party to this
20 action.

21 IN WITNESS WHEREOF, I have this date
22 subscribed my name.

23 Dated: August 28th, 2019

24 *Patricia Y. Schuler*
24

25 _____
PATRICIA Y. SCHULER, CSR NO. 11949

EXHIBIT 2

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

---oOo---

VERNON UNSWORTH,

Plaintiff,

vs.

No. 2:18-cv-8048-SVW

ELON MUSK,

Defendants.

_____ /

VIDEOTAPED DEPOSITION OF

ERIC ROSE

November 1, 2019

Stenographically reported by NICOLE HATLER

CSR No. 13730

Job: 47148

1 it's important to point them out, are --

2 Q. Those were a month and a half later. Is
3 that -- those were the ones you're referring to?

4 A. Yes.

5 Q. Okay.

6 A. A month and a half later where he is very,
7 very clear to the reporter that he's confident that
8 Mr. Musk -- that Mr. -- that Mr. Unsworth is a
9 pedophile. So I think it's important to -- to go
10 and look at -- from the time that he became aware
11 of the CNN interview, he had a series of tweets.
12 And then, he included in the tweets were things of
13 the nature, besides calling him a pedo guy -- which
14 is short for pedophile -- then he challenges him to
15 sue him. Because it's very clear, if it were --
16 you know, if it weren't true, someone would sue
17 him. He's doubling down on destroying
18 Mr. Unsworth's reputation.

19 Q. Excuse me. Let me --

20 MS. WADE: Hold on. Hold on, now. Let
21 him finish -- let him finish.

22 BY MR. SCHWARTZ:

23 Q. I just want to make sure you understand the
24 question.

25 MS. WADE: Let him finish. Bobby, let him

1 something that is crude. It just -- it's -- to me,
2 wasn't -- wasn't a good move, but he's also not
3 a -- a polished speaker, you know. He's given some
4 TV interviews, but he hasn't given a lot. He's
5 just -- he -- he was giving an honest view and said
6 something off the top of his mind that -- I think
7 that -- I would assume that he would even regret.
8 But it doesn't under -- it doesn't diminish the
9 fact that -- going back to your previous question
10 to how we got to this question about why I think he
11 was on a campaign, no executive of a company the
12 size of -- in my view, of Mr. Musk companies would
13 learn about a statement that a cave diver made and
14 then go on a war to call him a pedophile.

15 MR. SCHWARTZ: Okay. I'm going to move to
16 strike that last part as non-responsive.

17 BY MR. SCHWARTZ:

18 Q. But let me ask you this: The term that
19 Mr. Musk used in the tweet was "pedo guy."

20 A. Right.

21 Q. You don't know -- you have no personal
22 knowledge whether Mr. Musk intended that to be an
23 insult or to be a -- to mean "pedophile," do you?

24 A. Well, actually, I believe I do. So --

25 Q. So you're a language expert, as well, is

1 that it?

2 MS. WADE: Hold on. Hold on. He's
3 obviously still answering your question.

4 THE WITNESS: Well, I -- I -- I could find
5 it, and I'm not going to spend the time. There was
6 tweets where Mr. Musk was on the thread, and people
7 were obviously commenting that "pedo guy" means
8 "pedophile." And so, therefore -- so right there
9 in the tweets that Mr. Musk could have seen,
10 there's -- there's that one.

11 But more importantly, I think it's
12 important to look at what -- what he said -- what
13 he said to the BuzzFeed reporter. Because to the
14 BuzzFeed reporter, he was very clear about -- that
15 he -- what he was talking about when it came to the
16 overall term pedo guy. He's clearly talking about
17 Vernon having an underage -- having sex with
18 underaged people.

19 BY MR. SCHWARTZ:

20 Q. How do you know that what Mr. Musk wrote in
21 his August 28th e-mail to the BuzzFeed reporter was
22 intended by Mr. Musk to explain what he meant by
23 the term pedo guy that he had used some six weeks
24 earlier? How do you know that?

25 MS. WADE: Object to the form.

1 A. Can I -- just -- the word "harassment" to
2 me is something like where people are personally
3 attacking him, but I think that the broader sense
4 is -- and I think it identified -- where people
5 talk about, well, if Elon Musk said it, relative to
6 being a pedo guy, that it must be true. He must
7 have some evidence. To me, that is harassing in
8 the very broadest sense. But to answer your
9 question, I have no specific knowledge of a person
10 harassing Vernon Unsworth.

11 Q. Beyond the tweets and photos and
12 information in Exhibit A, can you -- actually
13 withdraw that.

14 Focussing on the tweets that Mr. Musk sent
15 or posted or tweeted about --

16 A. And deleted.

17 Q. -- and deleted -- but, all the tweets that
18 Mr. Musk made that in any way, shape, or form have
19 anything to do with Vern Unsworth, do you know what
20 percent of people believe what Mr. Musk wrote?

21 A. I do not.

22 Q. With respect to the e-mails that Mr. Musk
23 wrote to BuzzFeed, including the August 28th
24 e-mail, do you know what percent of people believed
25 that what Mr. Musk was saying about Mr. Unsworth

1 was true?

2 **A. I do not.**

3 Q. Do you know what percent of people in the
4 world think that Vern Unsworth is a pedophile or a
5 child rapist or married a child bride?

6 **A. I have no clue.**

7 Q. All right. You consulted with a company
8 called Five Blocks as part of your work, right?

9 **A. Yes.**

10 Q. Did you produce to us your correspondence
11 and communications with them?

12 **A. I believe I did. I -- so it was very**
13 **limited to -- to -- I was on the phone with a**
14 **person from Five Blocks. I asked him if he could**
15 **run a couple of reports for me. He said yes and**
16 **e-mailed them to me. So there's -- there's not a**
17 **lot -- there's no correspondence back and forth. I**
18 **just -- I happened to be working with Five Blocks**
19 **for another client and interacting with them, and I**
20 **knew they had a capability that I did not have.**

21 Q. Right. Did -- you didn't personally
22 conduct the Five Blocks an analysis reflected in
23 your report, did you?

24 **A. I did not.**

25 Q. And you didn't supervise any of the Five

ERIC ROSE

November 01, 2019

1 REPORTER'S CERTIFICATE

2

3

4 I, NICOLE HATLER, a Shorthand Reporter,
5 State of California, do hereby certify:

6 That ERIC ROSE, in the foregoing deposition
7 named, was present and by me sworn as a witness in
8 the above-entitled action at the time and place
9 therein specified;

10 That said deposition was taken before me at
11 said time and place, and was taken down in
12 shorthand by me, a Certified Shorthand Reporter of
13 the State of California, and was thereafter
14 transcribed into typewriting, and that the
15 foregoing transcript constitutes a full, true and
16 correct report of said deposition and of the
17 proceedings that took place;

18 That before completion of the proceedings,
19 review of the transcript [X] was [] was not
20 requested.

21 IN WITNESS WHEREOF, I have hereunder
22 subscribed my hand this 5th day of November 2019.

23

24

25

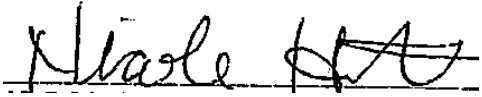

NICOLE HATLER, CSR NO. 13730
State of California

EXHIBIT 3

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

VERNON UNSWORTH,

Plaintiff,

vs.

Case No. 2:18-cv-8048-svw

ELON MUSK,

Defendant.

VIDEO DEPOSITION OF BERNARD J. "JIM" JANSEN, PhD

November 4, 2019

9:57 a.m.

L. Lin Wood, P.C.

1180 West Peachtree Street

Suite 2040

Atlanta, Georgia

Valerie N. Almand, RPR, CRR, CRC

Chelsea Diallo, Legal Video Specialist

Job No. 47149

1 know how many people actually read any of the
2 articles you've identified in your report?

3 **A. As I said, I was not asked to investigate**
4 **that, so I don't know the number of people that**
5 **have read the articles.**

6 Q. Are you giving any testimony in this case
7 as to the number of people who believed anything
8 Mr. Musk said about Mr. Unsworth?

9 **A. No.**

10 Q. Do you know how many people believed
11 anything Mr. Musk said about Mr. Unsworth?

12 **A. I was not asked to investigate that, so**
13 **no.**

14 Q. Are you giving any testimony in this case
15 as to the number of people who think that
16 Mr. Unsworth's reputation has been harmed in any
17 way by anything Mr. Musk said about Mr. Unsworth?

18 MR. GRUNBERG: Hold on, let me look at
19 that before you answer.

20 Objection, form.

21 **A. I'm sorry, can I get the question again?**

22 BY MR. SCHWARTZ:

23 Q. Sure. Let me read it. Are you giving
24 any testimony in this case as to the number of
25 people who think that Mr. Unsworth's reputation

BERNARD J.JANSEN, PHD

November 04, 2019

CERTIFICATE

STATE OF GEORGIA:

COUNTY OF FULTON:

I hereby certify that the foregoing transcript was taken down, as stated in the caption, and the colloquies, questions, and answers were reduced to typewriting under my direction; that the transcript is a true and correct record of the evidence given upon said proceeding.

I further certify that I am not a relative or employee or attorney of any party, nor am I financially interested in the outcome of this action.

This the 6th day of November 2019.

Valerie N. Almand

VALERIE N. ALMAND, RPR, CRR, CCR, CSR-B-531

EXHIBIT 4

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14 Attorneys for Plaintiff
15 VERNON UNSWORTH

16 UNITED STATES DISTRICT COURT
17 CENTRAL DISTRICT OF CALIFORNIA

18 VERNON UNSWORTH,
19
20 Plaintiff,
21 v.
22 ELON MUSK,
23 Defendant.

Case No. 2:18-cv-08048-SVW (JC)

**PLAINTIFF VERNON UNSWORTH'S
RESPONSES AND OBJECTIONS TO
ELON MUSK'S FIRST SET OF
INTERROGATORIES**

PROPOUNDING PARTY: Defendant Elon Musk

RESPONDING PARTY: Plaintiff Vernon Unsworth

SET NUMBER: One (1)

Plaintiff Vernon Unsworth ("Plaintiff") objects and responds to Defendant Elon Musk's ("Defendant") First Set of Interrogatories ("Requests") as follows:

Preliminary Statement, Reservation of Rights, and General Objections

The following objections and responses by Plaintiff are based on Plaintiff's current state of knowledge, understanding, and belief, and information currently within Plaintiff's possession, custody, or control with respect to the matters addressed in each interrogatory. Where called for, the information on which these responses are based is not necessarily derived from the personal knowledge of Plaintiff and may be derived from attorneys representing Plaintiff, information produced by Defendant, or other sources. Discovery is only just beginning, and Plaintiff reserves the right at any time to amend, modify, or supplement his objections and responses if subsequent discovery, inquiry, or investigation uncovers additional information called for by these Interrogatories. Moreover, contention interrogatories directed at the plaintiff at this stage of the litigation are generally disfavored, and more complete responses are generally given after the opportunity to conduct document and deposition discovery.

Plaintiff's decision to provide information in response to these Interrogatories is not to be construed as, and indeed does not constitute:

1. an admission that the information is relevant;
2. a waiver of any of Plaintiff's objections asserted in a response to a specific interrogatory;
3. an agreement that a request for similar information in this or any other proceeding will be treated in a similar manner;
4. an incidental or implied admission that Plaintiff accepts or admits the existence of any fact set forth or assumed by an interrogatory; or
5. an admission that Plaintiff's objections and responses constitute admissible evidence.

1 The following objections and responses by Plaintiff are made without waiving or intending
2 to waive but, on the contrary, intending to preserve and preserving:

3 1. Plaintiff's right to raise all questions of relevancy, materiality, privilege, and
4 admissibility concerning the information provided for any purpose that may arise in this action or
5 in any other action;

6 2. Plaintiff's right to object to the use of the information provided, and/or the responses
7 or the subject matter hereof, on any ground in this or any other action; and

8 3. Plaintiff's right to object on any grounds at any time to other discovery requests or
9 to any other discovery involving the information provided, the documents produced, and/or the
10 subject matter thereof.

11 The following general objections apply to these Interrogatories in their entirety:

12 1. Plaintiff objects to each interrogatory to the extent that it seeks information,
13 documents, or materials not within Plaintiff's custody or control.

14 2. Plaintiff objects to each interrogatory to the extent that it seeks information protected
15 by the attorney-client privilege, the common interest privilege, the accountant-client privilege, the
16 spousal privilege, the work product doctrine, or any other applicable privileges. Any disclosure of
17 privileged or protected information is inadvertent, and Plaintiff reserves all rights to cure any such
18 disclosure.

19 3. Plaintiff objects to each interrogatory to the extent that it is overly broad, unduly
20 burdensome, harassing, or unreasonably cumulative or duplicative, and to the extent that it asks for
21 information that is already in the possession of Defendant or that is otherwise obtainable from some
22 other source that is more convenient, less burdensome, or less expensive.

23 4. Plaintiff objects to each interrogatory and to each instruction to the extent that it
24 purports to impose obligations or requirements beyond those specified in the Federal Rules of Civil
25 Procedure.

26 Each of these general objections is hereby incorporated into the specific objections and
27 responses set forth below. Subject to and without waiving the foregoing general objections,
28 Plaintiff further objects and responds to these Interrogatories as follows:

RESPONSES TO INTERROGATORIES

INTERROGATORY NO. 1:

Describe all harm You have suffered, if any, as a result of the “False and Defamatory Accusations” You identify in Your Complaint, including but not limited to any harm to Your property, business, trade, profession, or occupation, any expenses You have had to pay as a result of the statements, any harm to Your reputation, or any shame, emotional distress, mortification, or hurt feelings You have experienced.

RESPONSE TO INTERROGATORY NO. 1:

Plaintiff objects to this interrogatory to the extent that it prematurely seeks the disclosure of expert testimony.

Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

Damages to Plaintiff’s reputation are presumed by law and Plaintiff’s Complaint in this matter speaks for itself. Moreover, Plaintiff has suffered actual reputational, emotional, and mental harm, and has suffered from stress, emotional distress, anxiety, and feelings of social isolation. Plaintiff is not seeking damages for lost wages or earning opportunities or any other special financial damages.

Defendant’s accusations have hit Plaintiff very hard emotionally. Plaintiff is concerned in regular everyday interactions and in general that the stigma of being called a “pedo” and “child rapist,” among other things, by one of the world’s most famous billionaires will follow him for the rest of his life. Even when there is a positive news story, such as a story regarding the award of the MBE to Plaintiff, it seems to Plaintiff that Defendant’s false accusations are effectively the headline and an integral part of the story. His interactions with people have been negatively impacted by Defendant’s false accusations. Plaintiff is forced to consciously consider whether any individual believes he is a pedophile, a child rapist, and/or that he married a 12-year-old child bride, which causes Plaintiff anxiety, stress, emotional distress, and feelings of social isolation. Plaintiff presumes that had Defendant been called a pedophile and child rapist on multiple occasions publicly to millions of people by a billionaire that Defendant too would be mortified, shamed, angry, stressed, and anxious, because accusations of pedophilia are so heinous. Plaintiff is

1 particularly distressed because this is not any run of the mill accusation of criminal conduct, but
2 instead refers to one of the most detested forms of misconduct in the world.

3 Plaintiff was not known to the general public prior to the cave rescue and was, instead, a
4 private person. To the extent he was known to the general public prior to Defendant's false
5 accusations, it would have been in his capacity of trying to help save those trapped in the cave.
6 After Defendant's false accusations, however, Plaintiff feels his reputation is as a pedophile or child
7 rapist or, at the least, the guy Defendant called a pedophile and child rapist. Even the cloud of
8 suspicion is very emotionally distressing. Plaintiff feels that Defendant created for him an
9 incredibly wide reaching public persona as a pedophile and child rapist.

10 As a practical demonstration of the harm to Plaintiff's reputation and the emotional distress
11 and anxiety that he has suffered, Plaintiff was investigated by the Thai authorities, including the
12 Maesai District Police, Maesai Immigration Police, and Huai Khrai Police, as a result of
13 Defendant's false accusations, and they interviewed the family of Plaintiff's significant others and
14 other important people in the local village where Plaintiff stays in Thailand. This investigation
15 communicated to members of Plaintiff's community that Defendant's accusations were legitimate
16 enough to trigger an official response.

17 Plaintiff has also suffered stress, emotional distress, and anxiety because of the pain
18 Defendant's accusations have caused to Plaintiff's family, including Tik (Plaintiff's partner of 8
19 years), his wife Vanessa (although separated), his daughter Danielle, his mom Vera, his sister
20 Shirley, and niece Sian, all of whom have experienced emotional distress and anxiety due to
21 Defendant accusing Plaintiff of engaging in abhorrent, criminal sexual behavior with children.

22 **INTERROGATORY NO. 2:**

23 Describe any psychiatric injury or disorder You have suffered as a result of the "False and
24 Defamatory Accusations" You identify in Your Complaint, including but not limited to (a) the
25 characteristics and symptoms of the injury/disorder, (b) when such injury/disorder began and
26 ended, (c) the name of any doctors or other medical professionals that have examined You for the
27 injury/disorder, (d) the dates of such examination, (e) diagnoses, and (f) prescriptions or other
28 treatment you have received as a result.

RESPONSE TO INTERROGATORY NO. 2:

Plaintiff objects to this interrogatory to the extent that it prematurely seeks the disclosure of expert testimony.

Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

Beyond what Plaintiff has described in response to interrogatory number 1, which emotional distress, anxiety, stress, and social isolation began upon learning of Defendant's accusations and continues to this day, Plaintiff has no responsive information. Plaintiff has not sought medical treatment and has not received any diagnosis regarding a psychiatric injury or disorder.

INTERROGATORY NO. 3:

Describe all communications between You (including Your attorney or anyone else acting on Your behalf), on the one hand, and any member of the media, news, or tabloid organization or agency, or any journalist, columnist, broadcast, commentator, editor, author, or writer, on the other hand, concerning any of the Relevant Topics.

RESPONSE TO INTERROGATORY NO. 3:

Plaintiff objects to this interrogatory on the basis that it is overly broad and not calculated to lead to the discovery of admissible evidence. Plaintiff further objects to the extent this interrogatory seeks information protected by the work product doctrine.

Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

The CNN interview in July 2018—which was the subject of Defendant's unwarranted anger toward Plaintiff—is the only media interview given by Plaintiff wherein he discussed Defendant or the tube he or his companies created. Plaintiff has been approached by numerous media organizations over the past year by e-mail, which have been forwarded to one or more of Plaintiff's lawyers for response or no response. After the CNN interview, Plaintiff has always rebuffed any questions regarding Defendant or his tube.

Plaintiff took part in a BBC interview in December 2018, which is available on Youtube, with BBC South Asian correspondent Jonathan Head in which he discussed the cave rescue.

Plaintiff took part in a BBC Beyond Today podcast in June 2019 in London in which he discussed the cave rescue.

1 Prior to the cave rescue, Plaintiff had no previous experience with the media. When
2 Plaintiff was interviewed by CNN, he was expecting to be asked about the rescue and was not at
3 all expecting to be asked questions about Defendant or his tube. Plaintiff's response was
4 spontaneous, but well-justified. He honestly spoke his mind and he had no intention of denigrating
5 Defendant, simply a desire to give a frank answer to the question posed.

6 Plaintiff has made small contributions to three books regarding the cave rescue, one of
7 which has still not been released (author, Christina Soontornvat), and the others being "The Boys
8 in the Cave" (Matt Gutman), and "The Cave" (Liam Cochrane).

9 Plaintiff's counsel was contacted via e-mail by GQ Magazine writer Sean Flynn in
10 September 2018 regarding including Plaintiff in its magazine regarding the cave rescue, which will
11 be produced.

12 Plaintiff's counsel was contacted by Mail Online in September 2018 regarding Defendant's
13 accusations, correspondence regarding which will be produced.

14 Plaintiff's counsel was contacted by Sky News reporter Ceren Senkful regarding
15 Defendant's accusations, correspondence regarding which will be produced.

16 Plaintiff was contacted by ABC's Matt Gutman regarding Defendant's accusations,
17 correspondence regarding which will be produced.

18 Plaintiff and his counsel were contacted by Phillip Sherwell, correspondence regarding
19 which will be produced.

20 Plaintiff's counsel met with Ryan Mac on or about May 26, 2019, at Mac's invitation.

21 **INTERROGATORY NO. 4:**

22 Identify all awards, accolades, titles, and other public recognition You have received for
23 any reason from the year 2000 to the present.

24 **RESPONSE TO INTERROGATORY NO. 4:**

25 Plaintiff objects to this interrogatory on the basis that it is overly broad, vague, ambiguous,
26 unduly burdensome, and not reasonably calculated to lead to the discovery of admissible evidence.
27 The terms "accolades," "titles," and "public recognition" have no precise meaning, and Plaintiff
28 will not and cannot identify each and every time a news article or other public reference was

1 published about him.

2 Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

3 Plaintiff did not receive any awards nor is he aware of any other public recognition or
4 notoriety prior to the cave rescue. After the cave rescue, Plaintiff was awarded the Social Impact
5 Award in October 2018 by the British Chamber of Commerce Thailand (on behalf of the United
6 Kingdom team involved in the rescue), an MBE in the New Year's Honours, bestowed by Prince
7 William, a Certificate of Commendation by the Royal Humane Society (not yet formally received),
8 and Royal Thai Insignia – King Commander (second class) Most Admirable Order of
9 Direkgunabhorn in March 2019 (not yet received the insignia).

10 **INTERROGATORY NO. 5:**

11 Describe any actual or proposed speaking engagements that have been proposed to you or
12 to which you have been invited from the year 2000 to the present, including but not limited to facts
13 concerning any compensation You have been offered or received as a result.

14 **RESPONSE TO INTERROGATORY NO. 5:**

15 Plaintiff objects to this interrogatory on the basis that it is overly broad and not reasonably
16 calculated to lead to the discovery of admissible evidence. The interrogatory, as written, is over
17 broad as to time and subject matter, having no limitation as to the latter.

18 Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

19 Plaintiff has not had any actual or proposed speaking engagements involving financial
20 compensation. Plaintiff has done a number of presentations in Thailand since the beginning of
21 2019, including at the NIST International School Bangkok (at its EMPOWER Event), Shresbury
22 International School Bangkok (OFFSEAS Convention), and British Club Bangkok. For each of
23 these, the event organizers paid for my flights from Chiangrai to Bangkok and two nights'
24 accommodation.

25 Plaintiff has also done five or six presentations on behalf of National Park Officials of the
26 Tham Luang National Forest after the cave rescue, specifically for visitors such as ASEAN Foreign
27 Ministers, ASEAN Ministers of Finance, ASEAN Civil Servants, and SCB Bank Officials. These
28 presentations were given jointly with Josh Morris of Chiangmai Rock Climbing Adventures, Khun

1 Kamolchai (Deputy General Director of Tham Luang National Forest) and Khun Chaiyon (local
2 area Councilor).

3 Plaintiff did not receive any compensation for the interviews referenced in interrogatory
4 three, either.

5 **INTERROGATORY NO. 6:**

6 Describe any offers to publish Your version of events in relation to the Cave Rescue,
7 including but not limited to facts concerning amounts offered for publication, and communications
8 with publishers.

9 **RESPONSE TO INTERROGATORY NO. 6:**

10 Plaintiff has not received any specific offer to “publish his side of events.” Aside from the
11 information listed in interrogatory number three, Plaintiff has not received any requests for
12 comment on the Cave Rescue within his recollection. Plaintiff has never been offered
13 compensation for such requests.

14 **INTERROGATORY NO. 7:**

15 Describe any other actual or potential income you have earned in any way connected to the
16 Cave Rescue.

17 **RESPONSE TO INTERROGATORY NO. 7:**

18 Plaintiff objects to this interrogatory on the basis that it is overly broad, vague, ambiguous,
19 and not calculated to lead to the discovery of admissible evidence.

20 Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

21 Plaintiff is involved in two National Geographic Documentaries not yet released. SAR
22 Films has paid Plaintiff One Thousand (1,000) Pounds Sterling in connection with a documentary
23 entitled “The Cave” by Kevin MacDonald, and Mallinson Television Productions has paid Plaintiff
24 One Thousand Four Hundred (1,400) Pounds Sterling in connection with a documentary called
25 “Drain The Oceans.” Plaintiff does not expect any further income with respect to these projects.

26 **INTERROGATORY NO. 8:**

27 Describe Your work history between 1990 and the present, including but not limited to the
28 names and address of each workplace, title or position You held, duration of work, and the reason

1 You left such work.

2 **RESPONSE TO INTERROGATORY NO. 8:**

3 Plaintiff objects to this interrogatory on the basis that it is overly broad and not calculated
4 to lead to the discovery of admissible evidence.

5 Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

- 6 - Burgess, Wreford & Unsworth, 1987-1996, Partner, Financial Products firm (insurance
7 and mortgage), Partnership dissolved
- 8 - Hertfordshire Independent Financial Services Ltd., 1996-2003, Managing Director,
9 Sales & Marketing Manager, Pursued new opportunity
- 10 - BDS Mortgage Group, 2003-2004, Group Development Manager, Let go before
11 company was sold
- 12 - Seddon Smith, 01/2005-10/2005, Adviser, Pursued new opportunity
- 13 - McGowan Carr, 10/2005-2006, Insurance & Mortgage Adviser, Pursued new
14 opportunity
- 15 - Self-employed trader, 2006-present, Insurance and Finance Consultant

16 **INTERROGATORY NO. 9:**

17 Identify any business You currently own or have any connection to.

18 **RESPONSE TO INTERROGATORY NO. 9:**

19 Plaintiff objects to this interrogatory on the basis that it is overly broad, vague, ambiguous,
20 and not reasonably calculated to lead to the discovery of admissible evidence.

21 Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

22 Plaintiff is a self-employed insurance and finance consultant. His work is regulated by
23 Affinity Select Insurance Services Limited (trading as Affinity Insurance & Mortgage Services),
24 who pays his commissions.

25 **INTERROGATORY NO. 10:**

26 Describe any investigation or action taken by the Financial Services Compensation Scheme,
27 the Personal Investment Authority, or any other governmental agency or department against or
28 related to You concerning any business or entity with which you are or have been affiliated,

1 including without limitation Burgess Wreford & Unsworth.

2 **RESPONSE TO INTERROGATORY NO. 10:**

3 Plaintiff objects to this interrogatory on the basis that it is overly broad, vague, ambiguous,
4 and not calculated to lead to the discovery of admissible evidence.

5 Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

6 The Personal Investment Authority investigated and reprimanded Burgess Wreford and
7 Unsworth through its Membership and Disciplinary Tribunal in March 1999. The Financial
8 Services Compensation Scheme declared BWU Limited, a separate business, in default in
9 November 2004 as part of a process whereby the FSCS makes a declaration to allow individuals
10 seeking compensation to receive it from the FSCS. This related to Low Cost Endowment policies
11 linked to mortgages, and the maturity values of the policies did not meet projections.

12 **INTERROGATORY NO. 11:**

13 Describe any criminal proceeding or investigation involving You in any jurisdiction,
14 including facts concerning Your arrest, arraignment, indictment, plea bargain, trial, conviction,
15 sentencing, incarceration, or parole or probation, irrespective of whether an arrest resulted in
16 subsequent charge, conviction, or acquittal.

17 **RESPONSE TO INTERROGATORY NO. 11:**

18 Plaintiff has never been arrested or otherwise faced criminal prosecution of any kind beyond
19 driving/traffic offenses.

20 **INTERROGATORY NO. 12:**

21 Identify any civil lawsuit, arbitration, or similar proceeding in which either You or a
22 business with which You are or have been affiliated was a party.

23 **RESPONSE TO INTERROGATORY NO. 12:**

24 Plaintiff objects to this interrogatory on the basis that it is overly broad, vague, ambiguous,
25 and not reasonably calculated to lead to the discovery of admissible evidence. As written, this
26 interrogatory seeks information that has nothing to do with Plaintiff or his own conduct and could
27 seek, for instance, information regarding a slip and fall.

28 Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

1 Plaintiff was subject to a bankruptcy proceeding in October 1999 initiated by a UK company
2 called Standard Life in regards to a commercial loan following the split of Burgess Wreford &
3 Unsworth, and discharged in 2002. Plaintiff recalls the sum in dispute being 36,000 Pounds
4 Sterling. Plaintiff understands that the remaining assets/renewal commissions of Burgess Wreford
5 & Unsworth were used in the bankruptcy to pay debts of the partnership. No other proceedings to
6 Plaintiff's knowledge.

7 **INTERROGATORY NO. 13:**

8 Describe all Travel You have taken to outside of the United Kingdom, including but not
9 limited to the dates of travel, cities visited, the names and addresses of accommodations where You
10 stayed, the identities of any Persons who accompanied You, and the purpose of the Travel.

11 **RESPONSE TO INTERROGATORY NO. 13:**

12 Plaintiff objects to this interrogatory on the basis that it is overly broad, unduly burdensome,
13 not reasonably calculated to lead to the discovery of admissible evidence, and submitted for the
14 purposes of harassment. It is not limited in any manner by time or subject matter, and it is irrelevant
15 to this case if Plaintiff traveled, for instance, anywhere in the world for a private law-abiding
16 purpose when he was a child. Although Plaintiff believes it is overly broad, Plaintiff will respond
17 dating back to the year 2000.

18 Subject to, and without waiving, the foregoing objection, Plaintiff responds as follows:

19 From 2000 to the end of 2007, all travel were family holidays with Plaintiff's wife and
20 daughter. Plaintiff does not recall specific dates, but typically travelled during Easter and half term
21 breaks. International travel included to continental Europe, primarily Portugal (the family's
22 favorite destination) and Spain. The family also visited Plaintiff's brother in Donegal, Ireland on
23 two occasions. Plaintiff has also been on golfing trips with members of the Verulam Golf Club and
24 the Rusty Nail Golf Society, including Portugal, Spain, Ireland, and France.

25 Plaintiff did not travel abroad from 2008 to 2010, due to the UK recession.

26 Plaintiff first visited Thailand in July 2011, and has visited many times since, which is
27 recorded in his passport. Plaintiff often stays in Thailand for several months at a time, including to
28 be with his significant other and explore caves. On two occasions, Plaintiff has flown to Vientiane,

Laos due to rules requiring after 90 days that you travel out of country to extend your in-country stay by another 60 days (April 2017 and April 2018). Plaintiff's significant other accompanied him on the first of the two occasions traveling to Laos.

INTERROGATORY NO. 14:

Identify all social media or blogging site, platform, or application, including but not limited to Twitter, Facebook, Instagram, Snapchat, YouTube, Pinterest, Myspace, LinkedIn, or classmates.com, on which you created, maintained, wrote, received, or read any profile, posting, message, status update, wall comment, "Like," or other document or communication; (b) the date you initially accessed, opened, or created the social media or blogging site, platform, or application; (c) all of Your associated screen names, aliases, or accounts; and (d) whether each account is still active.

RESPONSE TO INTERROGATORY NO. 14:

Plaintiff objects to this interrogatory on the basis that it is overly broad and not reasonably calculated to lead to the discovery of admissible evidence.

Subject to, and without waiving, the foregoing objections, Plaintiff responds as follows:

Plaintiff does not personally use Twitter or Facebook. Plaintiff does have a Facebook page created and controlled by his significant other, Tik. Plaintiff does not know the password for accessing the Facebook account. If anything arrives via Facebook, Tik will show Plaintiff and Plaintiff will advise of any response or no reply at all. Plaintiff does have an Instagram account with at present 34 posts, 19 followers, and 11 followed. Plaintiff's Instagram account is under "vernonhunsworth". Plaintiff has not created or otherwise used any social media profile.

Dated: July 17, 2019

L. LIN WOOD, P.C.

By: /s/L. Lin Wood
L. Lin Wood

Attorneys for Plaintiff
VERNON UNSWORTH

CERTIFICATE OF SERVICE

I am employed in the Fulton County, State of Georgia. I am over the age of eighteen years and not a party to the within action; my business address is 1180 West Peachtree Street, Suite 2040, Atlanta, GA 30309.

I hereby certify that a true and correct copy of the document titled “PLAINTIFF VERNON UNSWORTH’S RESPONSES AND OBJECTIONS TO ELON MUSK’S FIRST SET OF INTERROGATORIES” has been served via electronic mail transmission on July 17, 2019, to all counsel of record who are deemed to have consented to electronic service via the Court’s CM/ECF system and who have otherwise agreed to electronic service. The electronic mail transmission was made from twilson@linwoodlaw.com, by transmitting PDF format copies of the document to all counsel of record, at the e-mail address provided to the Court’s CM/ECF system. The transmission was reported as complete and without error.

Executed on July 17, 2019, at Atlanta, Georgia.

/s/ G. Taylor Wilson

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

VERNON UNSWORTH,

Plaintiff,

v.

ELON MUSK,

Defendant.

Case No. 2:18-cv-08048-SVW (JC)

**PLAINTIFF VERNON UNSWORTH'S
VREIFICATION OF RESPONSES
ELON MUSK'S FIRST SET OF
INTERROGATORIES**

I declare under penalty of perjury under the laws of the United States of America that the foregoing responses to Elon Musk's First Set of Interrogatories to Vernon Unsworth are true and correct to the best of my knowledge.

Executed on July 16, 2019.



Vernon Unsworth

EXHIBIT 5



To: L. Lin Wood and Jonathan Grunberg

From: Eric W. Rose

Re: Vernon Unsworth v. Elon Musk

This report has been prepared in connection with the proceeding referenced herein and is intended for no other use.

Qualifications

My name is Eric W. Rose. I am a Partner at Englander Knabe & Allen (“EKA”), the largest independent public affairs agency in Los Angeles County. Our firm has a national reputation for excellence in public affairs, crisis communications, and management of complex litigation communications matters. I practice my trade at the intersection of law, media, and public perception. These areas of trade allow me to bring a depth of critical understanding and a breadth of resources and experience that are unique in the public relations field. My report, in this case, is based on my communication and crisis experience amassed from over thirty years in both the public and private sector.

My experience includes working with elected officials, government organizations, corporations of varying size, and celebrities to provide reputation management, media relations, and crisis services. I work with the media daily on behalf of my clients. I have assisted various clients with everything from urgent crises to social media and reputation issues. During these engagements, I have often been asked to assist clients develop and implement effective strategies to repair existing damage or help rehabilitate reputations. I have also provided reputation counsel and related services to clients in a broad range of businesses, professional fields, industries, as well as nonprofit and government entities.

Since being court-qualified as an expert witness for Courtney Love in the first case of an individual in the U.S. to go to trial over an allegedly defamatory tweet, I have been retained to serve as an expert witness in other defamation cases. My experience is detailed in my Curriculum Vitae (“CV”). I am often asked to provide an opinion to determine if a person’s

reputation was damaged and if so, how that person can repair his or her reputation/credibility and the costs associated. I have also been retained to provide analysis and offer my opinion regarding corporate communications, which sometimes involves assisting in a company's handling of a crisis after a product recall. I have served as an expert witness for both defendants and plaintiffs.

I have amassed a significant amount of experience and expertise in aiding and counseling individuals, businesses, and entities that were in trouble, conflict or have been harmed by communications that damaged their name, goodwill, image, reputation, brand, etc. For over a decade, clients have sought me out as an expert source and analyst for mass media on issues relating to crisis communications and damage to image or reputation. My CV provides additional details on my background and qualifications. My CV also lists cases in which I have testified as an expert at trial or by deposition within the preceding five years.

Assignment

The L. Lin Wood law firm retained me to provide my expert opinion and analysis in connection with litigation brought against the defendant. The law firm is paying my firm, Englander Knabe & Allen, \$600.00 per hour for my work on this report. My compensation is not dependent upon the content of the opinions provided in this report or any subsequent expert testimony that I may offer.

I have been retained to address reputation repair for *Vernon Unsworth* as a result of the dissemination of false information. I was asked to provide an analysis, offer my opinion, and examine the potential impact and damage to *Vernon Unsworth's reputation* arising from defamation. Based on my experience providing counsel to individuals and companies as detailed in my CV, I was also asked to provide recommendations that Vernon Unsworth should pursue to recover his reputation.

In keeping our agreement upon the scope of work, my analysis of the situation is from a media, crisis management, and reputation recovery point of view. I will not be providing a comprehensive look at the legal issues that may exist in this case since I am not an attorney. While I may use legal terms, the opinions in this report should not be considered legal conclusions or arguments.

In this report, I will discuss the impact, effects, ramifications, and negative consequences resulting in damage to the plaintiff. I will also provide the estimated cost to repair the damage to Mr. Unsworth's reputation.

I have no direct financial interest in the outcome of this matter. This report describes my work to date and summarizes my findings, opinions, and conclusions. I may update my views and conclusions if presented with new and different information before my testimony.

I conducted my analysis with the intent to be fair-minded. All of us have biases, but I know from experience working with numerous clients facing reputational issues that I must set them aside in favor of an approach that is objective. I examine facts and provide my opinion based on those facts and my extensive experience working on reputational issues.

Research & Review

My opinions are based on my reliance on the accuracy and authenticity of the evidence I have been provided, by my review of documents, independent research, and my years of experience helping companies and individuals deal with reputational issues. I have reviewed the complaint and other materials (see list below) in the previously mentioned method with particular attention to the reputational damage to the plaintiff. In connection with my preparation for this report, I reviewed the following documents:

- Complaint filed in Federal Court; and
- Excel Spreadsheet of links from Jim Jansen;
- The material hyperlinked or embedded herein; and
- Numerous media publications and/or links thereto, including internet news media, television, social media posts, videos, podcasts, and blogs. (See Exhibit A).

The materials listed above, as well as the information detailed in my report, formed the basis for the findings, conclusions, and opinions I offer in this report.

Overview of Complaint

On June 28, 2018, a soccer team compiled of twelve Thai boys (the “Boys”) and their coach, entered the Tham Luang cave (“Cave System”). They became trapped in the cave system until July 8-10th which resulted in a worldwide rescue effort by an international team of divers, cavers, and other rescuers.

Vernon Unsworth was already in Thailand and possessed firsthand knowledge of the Cave System from previous surveys he had conducted of the passageway. The day the boys became trapped in the cave system, Mr. Unsworth received telephone calls regarding the missing boys and was the first foreign rescuer to arrive at the cave system. He knew that the boys would not make it out alive without world-class divers.

As the world anxiously watched the plight of these young boys and their coach, Mr. Musk offered to build a mini-submarine – a metallic tube with several protruding parts (the “Tube”) that he claimed could transport the victims out of the Cave System.

Meanwhile, the rescuers began extracting the Boys from the Cave on July 8 and continued until the final five boys were rescued on July 10. Because of the severe weather, the rescuers knew they must work quickly.

Mr. Musk and his team built the Tube, and Mr. Musk delivered it to Thailand on or about the night of July 9, 2018, or the morning of July 10, 2018. At this time, 8 out of the 12 boys had already been rescued and the final two were saved on July 10th.

On July 13, 2018, CNN requested an interview with Mr. Unsworth. When asked what he thought of the Tube Mr. Musk brought to help with the rescue, Mr. Unsworth stated, among other things,

that Musk's Tube was a "PR stunt," and that the Tube "had absolutely no chance of working." Mr. Unsworth added that Mr. Musk "had no conception of what the cave passage was like," adding that "[Musk] can stick his submarine where it hurts."

Musk embarked on a PR campaign to destroy Mr. Unsworth's reputation by publishing false and heinous accusations of criminality against him to the public. After the CNN interview, on July 15, 2018, Mr. Musk published the following tweet about Mr. Unsworth from his Twitter account to his approximately twenty-two million, five hundred thousand followers:

Never saw this British expat guy who lives in Thailand (sus) at any point when we were in the caves. Only people in sight were the Thai navy/army guys, who were great. Thai navy seals escorted us in – total opposite of wanting us to leave.

On July 15, 2018, Mr. Musk subsequently published a second tweet from his Twitter account about Mr. Unsworth:

Water level was actually very low & still (not flowing) – you could literally have swum to Cave 5 with no gear, which is obv how the kids got in. If not true, then I challenge this dude to show final rescue video. Huge credit to pump & generator team. Unsung heroes here.

On July 15, 2018, Mr. Musk subsequently published a third tweet from his Twitter account about Mr. Unsworth:

You know what, don't bother showing the video. We will make one of the mini-sub/pod going all the way to Cave 5 no problemo. Sorry pedo guy, you really did ask for it.

When offered an opportunity on Twitter to clarify what evidence he possessed to support his accusation of pedophilia against Mr. Unsworth, Musk confirmed that he intended his accusation literally when he replied in a fourth July 15 tweet from his Twitter account saying, "Bet ya a signed dollar it's true."

Later, on July 18, 2018, Musk deleted his previous accusatory tweets and issued a lack-luster statement:

As this well-written article suggests, my words were spoken in anger after Mr. Unsworth said several untruths & suggested I engage in a sexual act with the min-sub, which had been built as an act of kindness & according to specifications from the dive team leader.

Nonetheless, his actions against me do not justify my actions against him, and for that I apologize to Mr. Unsworth and to the companies I represent as leader. The fault is mine and mine alone.

Then, on August 28, 2018, Mr. Musk tweeted that he found it odd Mr. Unsworth did not sue him for his previous remarks, insinuating that he must be guilty. Then, in [an e-mail sent directly to a reporter at BuzzFeed News](#), Musk confirmed his earlier accusations of pedophilia and published

new false and defamatory allegations against Mr. Unsworth, including that Mr. Unsworth was a “child rapist” and had taken “a child bride who was about 12 years old at the time.” Musk claimed that these new accusations were “off the record” but because the reporter had not agreed to before the statements, it was not.

Media Coverage

There were a massive number of news stories in connection with Mr. Musk’s statements and/or this case, including internet news media, television, social media posts, videos, and blogs. I reviewed over 100 of the news stories about Mr. Musk’s statements and/or this case that are available online. I watched videos and podcasts about this case and examined Tweets and Facebook posts. (See Exhibit A)

Contact with the Media

A significant portion of my practice and prior experience involves communicating with journalists who are reporting or seeking to report on my clients. Having interacted with journalists and news organizations for three decades, I am familiar with how news organizations work. I often work with clients to make sure that they know the difference between “on the record,” “background,” “deep background,” and “off the record” before they have any contact with a reporter. More information about this issue can be found in an article I co-wrote titled [The ABCs of Source Attribution – and Tips on Negotiating it](#). (See Exhibit B)

In the emails with Ryan Mac from BuzzFeed, which [Mr. Musk Labeled "off the record"](#), Musk stated Mr. Unsworth was “an old, single white guy from England who’s been traveling to or living in Thailand for 30 to 40 years, mostly Pattaya Beach, until moving to Chiang Rai for a child bride who was about 12 years old at the time.” He suggested Pattaya and Chiang Rai were hotspots of the child sex industry and added: “I f***ing hope he sues me.”

Mr. Musk has been in the public spotlight for years, has been the CEO of several companies, and has had countless interactions with the media. Mr. Musk knows or should have known the rules regarding interactions with a reporter and that both parties must come to an agreement about how information is going to be used and sourced. Based on my experience working with executives who interact with the media, I find it difficult to believe that Mr. Musk does not know how “off the record works” when dealing with a journalist. Furthermore, his emails to BuzzFeed News which were made public and reported on belies the sincerity of his July 18, 2018 “apology” tweet and establish that his previous public tweets and statements reflect how he wanted the public to view Mr. Unsworth.

Elon Musk’s Credibility

Years ago, the brokerage firm E.F. Hutton ran a series of television commercials that ended with the tag line, “When E.F. Hutton talks, people listen.” Much like famous E.F. Hutton commercials, when Elon Musk talks, people listen. His influence over the public is presented below.

Mr. Musk's impact is so significant that in September 2018, the Securities and Exchange Commission (SEC) charged Elon Musk with securities fraud for a series of false and misleading tweets about a potential transaction to take Tesla private. In [one tweet](#), Musk claimed that he was considering taking Tesla private at \$420 and that the funding was secured. In a [second tweet](#), Musk stated, "Shareholders could either to sell at 420 or hold shares & go private." The price of \$420 a share would have been a substantial premium to its trading price on August 7, 2018.



Most of this was untrue. An SEC investigation confirmed that Mr. Musk and Tesla had held discussions with investors to go private but had no plan for how to do so or at what price.

As detailed in an [SEC press release](#), the SEC concluded that the original tweet, as well as the subsequent public statements, were "false and misleading." The SEC noted that due to his influence via social media, Musk's misleading tweets caused Tesla's stock price to jump over six percent on August 7, 2018, leading to significant market disruption. Stephanie Avakian, Co-Director of the SEC's Enforcement Division, said "taking care to provide truthful and accurate information is among a CEO's most critical obligations. That standard applies with equal force when the communications are made via social media or another non-traditional form." The SEC lawsuit was settled shortly after Mr. Musk was charged. In the settlement, Mr. Musk agreed to several conditions, including not to make public statements that could affect Tesla's stock price.

Nevertheless, after the settlement, Musk published [a tweet](#) about Tesla in February 2019: “Tesla made 0 cars in 2011 but will make around 500k in 2019.” The SEC claimed that this was neither an approved nor accurate statement to be given to the public, and the [SEC asked](#) the court to hold Musk in contempt for violating the previous settlement agreement. The reasoning behind the SEC’s action remained that Musk’s tweets can influence people and change markets. The judge presiding over the case [approved a settlement](#) Musk and the SEC reached. The new agreement clarified the previous settlement stating Musk must get approval before: Any information about Tesla’s financial condition; Potential or proposed mergers; Production numbers or sales or delivery numbers; New or proposed business line is tweeted; or Nonpublic legal or regulatory findings or decisions. Tesla may also add to this list if they believe it would protect the interest of shareholders.

Mr. Musk must be well aware of the power of his words when used on Twitter; ironically, the allegations he made against Mr. Unsworth occurred in the same time frame as the SEC was holding him accountable for his use of Twitter.

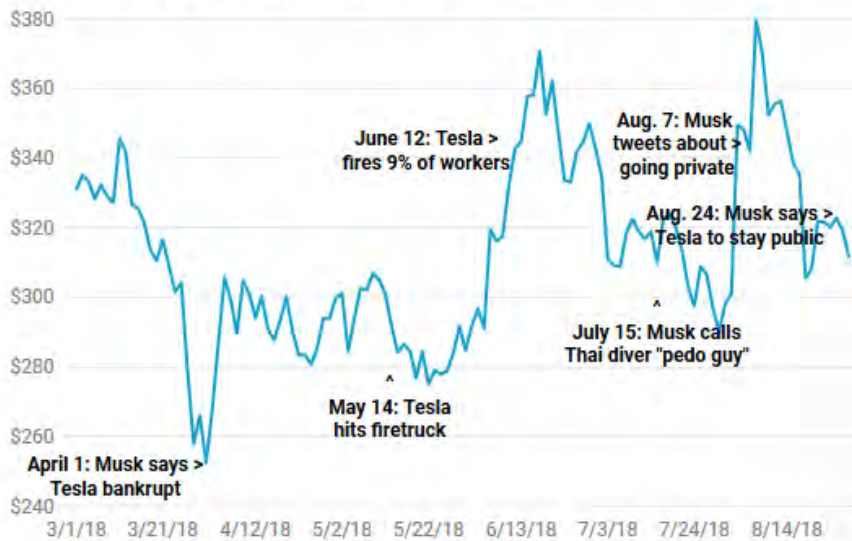
Elon Musk’s Influence

Elon Musk is a high profile executive with large spheres of influence. Mr. Musk is highly intelligent and has held a multitude of titles and positions in major companies:

- Founder, CEO, Lead Designer – SpaceX
- CEO, Product Architect – Tesla, Inc.
- Co-founder, CEO – Neuralink
- Founder – The Boring Company
- Co-founder – Zip2
- Founder – X.com (now PayPal)
- Co-founder – OpenAI
- Chairman – SolarCity

When people think of Elon Musk, “genius” comes to mind. He’s a proven savvy investor who has delivered results and who has a tremendous amount of public credibility. As a result, when Mr. Musk comments, his followers listen. All 28.2 million of them (on Twitter). Below is a chart from an [October 2018](#) story that illustrates how Tesla’s stock is impacted by Mr. Musk’s tweets:

Tesla Stock Moves on Musk's Tweets



A [Wired magazine](#) story details how Mr. Musk can move markets with his Tweets.

For instance, when Musk made [the tweet about taking the company private](#) it took the stock up 10%. Likewise, when he tweeted that [Tesla went Bankrupt](#) on April Fool's Day in 2018, the company stock fell by 7%.

However, unlike some of his "one-off" earlier tweets that might be considered an [attempt at humor](#), in the Unsworth case, the initial tweet and the continued attacks that Musk made via other public comments demonstrate to the public that this was not idle or harmless banter. Through his continued public statements against Mr. Unsworth, Mr. Musk demonstrated to those who heard his words that he wanted Mr. Unsworth to be viewed as a pedophile. As Mr. Musk said in [another Tweet](#), "Some people use their hair to express themselves. I use Twitter."

With an estimated net worth of [\\$19.7 Billion as of September 2019](#), Mr. Musk has garnered a large social media following where people admire, respect and listen to Mr. Musk. Simply, put what Musk says and does influence people.

Mr. Musk also holds a large amount of support from his fans because of his status and his “Wall Street bad boy” persona. This has been demonstrated by his “fan” reaction to negative stories about him. For example, in May 2018, Erin Biba (a journalist) was negatively responded to by Musk. This response prompted [Musk fans to harass her on Twitter](#), via email, and comment on her Instagram pictures. Rightly or wrongly, Musk has a massive following, is highly visible, and his word matters to many of his supporters.

With a well-established public persona and following, Elon Musk is a public figure with a unique ability to influence what the public believes, and a certain amount of credibility attached to his words. Having this credibility, it is especially harmful when Musk makes statements that are irrespective to whether it is believed to be accurate.

See Appendix for referenced SEC Media Coverage.

Vernon Unsworth

Vernon Unsworth is a British financial broker who splits his time between the UK and Thailand. Mr. Unsworth is also an accomplished caver who advised on the Thailand cave rescue. He is not a public figure like Mr. Musk. Mr. Unsworth has a long-time partner who has told reporters that she has been with Mr. Unsworth for more than seven years and that she has posted countless photos about their relationship on social media for several years.

Regularly I work with Five Blocks when my clients have digital reputation issues. Five Blocks is a digital consulting and technology firm focused on reputation management. As detailed on their [website](#), they work with corporations and high-profile individuals who want to build, promote, and defend their reputations. At my request, I asked them to provide me with screen captures of the current online reputation for Vernon Unsworth. The unfavorable pages are highlighted in **red**, while favorable results are highlighted in **green**. Neutral results are in gray.

I asked Five Blocks to provide me with the screen grabs because they have a network of hundreds of proxy computers situated around the United States and the world that enable them to capture accurate screenshots of search results that one would only see if they searched a particular keyword from a specific geographic location. I used this data to compare the local results by country and language.

The screenshots below show the way that Google displayed each search result in various locations. Many people are unaware that Google Search is customized countries and regions around the world. For example, if you do a Google search in England for Vernon Unsworth, you will get different results if you searched the same term in the United States.

I asked Five Blocks to use a tool they have and that I am familiar with called IMPACT to mark negative-leaning stories in red, and positive stories in green. The screenshots that they provided can be seen below. IMPACT can view over 100 different locations and various languages.

I use IMPACT with several clients and believe that IMPACT or a similar system should be used when Mr. Unsworth starts his repair program. It will allow him and those assisting Mr. Unsworth to see the results on an ongoing basis. As seen below, IMPACT enables the user to visualize location results within an easy-to-read table, and the tool will be very important to monitor and adjust how the expected rebuilding/cleanup process goes. As the reputation repair program progresses, I would

expect the largely red table to transform more and more into green indicating that Vernon Unsworth's online reputation is being rehabilitated through the introduction of relevant, positive, owned content, as well as by utilizing all of the opportunities available to the digital reputation specialists Mr. Unsworth retains.

This exercise can be performed for all locations individually, and different results will typically appear based on location and language. Each column represents a single location; for example, the leftmost column shows that in Berlin searches for Vernon Unsworth yielded seven negative page one results in addition to two neutral results and a line of images. That same day, London showed at least two. The reports below were created in May 2019. The software does not have the ability to go back at previous search results.

Google Page 1 results for “Vernon Unsworth” as seen in Los Angeles.

Google

Vernon Unsworth

All

News

Images

Videos

Maps


More


Settings


Tools


About 288,000 results (0.34 seconds)


Images for Vernon Unsworth














More images for Vernon Unsworth

Report images

Elon Musk is going to trial for calling a cave diver a pedophile on ...

<https://www.theverge.com/.../elon-musk-vernon-unsworth-pedo-guy-tweets-defamatio...>

May 10, 2019 - A defamation case involving Tesla CEO Elon Musk and a British cave diver will go to trial on October 22nd, according to recent court filings. Vernon Unsworth sued Musk for defamation last year after Musk repeatedly accused Unsworth of being a pedophile. ... Unsworth, who helped with ...

Elon Musk to Cave Diver Vernon Unsworth in 'Pedo Guy' Suit: You ...

<https://www.thedailybeast.com/elon-musk-to-cave-diver-vernon-unsworth-in-pedo-gu...>

May 14, 2019 - Musk, the billionaire entrepreneur behind companies like Tesla and SpaceX, is currently embroiled in legal battle against Vernon Unsworth. ...

Vernon Unsworth 'Pedo Guy' Lawsuit: Elon Musk Keeps Tweeting ...

<https://www.thedailybeast.com/vernon-unsworth-pedo-guy-lawsuit-elon-musk-keeps-t...>

May 14, 2019 - Vernon Unsworth sued Musk for more than \$75,000 in compensation plus punitive damages after the entrepreneur baselessly called him "pedo" ...

Elon Musk claims US constitutional right to call Thai-cave hero Vernon ...

<https://www.scmp.com/News/Asia/Southeast-Asia>

Elon Musk's lawyers say his comments about Vernon Unsworth were meant to be viewed as opinion, not fact. Unsworth, who took part in the rescue of ...

Elon Musk files to dismiss 'pedo' defamation lawsuit by British diver ...

<https://www.theguardian.com/.../elon-musk-pedo-diver-vernon-unsworth-defamation-la...>

Dec 27, 2018 - In a filing on Wednesday with the US district court in Los Angeles, Musk's lawyers said their client's comments about Vernon Unsworth were ...

Vernon Unsworth vs. Elon Musk defamation lawsuit - WashingtonPost

<https://apps.washingtonpost.com/g/documents/business/vernon-unsworth-vs.../3207/>

Vernon Unsworth, a Thai-cave rescue volunteer, sued Tesla chief executive Elon Musk for claiming that Unsworth is a "pedo" and "child rapist," ratcheting up the ...

Vernon Unsworth | The Irish Times

<https://www.irishtimes.com/topics/topics-7.1213540?article...Vernon+Unsworth>

Get up to date with the latest news and stories about the person Vernon Unsworth at The Irish Times. Breaking News at IrishTimes.com.

British diver Vernon Unsworth, who helped rescue Thai boys from a ...

https://www.nzherald.co.nz/world/news/article.cfm?c_id=2&objectid=12120646

Sep 6, 2018 - Elon Musk had accused Vernon Unsworth of being 'a paedo' during the rescue of 12 schoolboys from the Tham Luang Nang Non cave ...


Vernon Unsworth - latest news, breaking stories and comment - The ...

<https://www.independent.co.uk/topic/vernon-unsworth>


All the latest breaking news on Vernon Unsworth. Browse The Independent's complete collection of articles and commentary on Vernon Unsworth.

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Elon Musk family




Talulah Riley



Justine Musk



Maye Musk



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vernon unsworth wife age

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vernon unsworth twitter

Google Page 2 results for “Vernon Unsworth” as seen in Los Angeles

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Page 2 of about 288,000 results (0.28 seconds)

Elon Musk to go to trial over 'pedo' tweet about British diver Vernon ...

<https://www.telegraph.co.uk/Technology/Intelligence/>

May 11, 2019 - ... rejected Musk's attempt to dismiss a defamation lawsuit filed by British diver **Vernon Unsworth**. Mr Musk called Mr Unsworth a "pedo" in a July ...

Musk's new lawyer fights 'pedo guy' defamation lawsuit claims ...

<https://techcrunch.com/.../musks-new-lawyer-fights-pedo-guy-defamation-lawsuit-clai...>

May 14, 2019 - In court documents filed Tuesday, Musk's new lawyer Alex Spiro of Quinn Emanuel questioned the motive of **Vernon Unsworth**, the British cave ...

Elon Musk has a better chance against Vernon Unsworth's lawsuit in ...

<https://qz.com/.../elon-musk-has-a-better-chance-against-vernon-unsworths-lawsuit-in-...>

Sep 18, 2018 - Elon Musk has called **Vernon Unsworth**, a British diver who advised on the Thailand cave rescue, a "pedo," a "child rapist," and a participant in ...

Elon Musk WILL face defamation lawsuit from Brit hero diver he ...

<https://www.thesun.co.uk/news/8955197/elon-musk-defamation-lawsuit-diver/>

Apr 28, 2019 - BILLIONAIRE Musk tried to get a lawsuit filed by Brit hero **Vernon Unsworth** thrown out of court - but his request was rejected by an LA judge on ...

Thai girlfriend, 40, of Vernon Unsworth dismisses Elon Musk's 'paedo ...

<https://www.thesun.co.uk/news/.../thai-girlfriend-vernon-unsworth-elon-musk-child-brid...>

Sep 5, 2018 - Thai girlfriend, 40, of **Vernon Unsworth** dismisses Elon Musk's 'paedo' claims as she slams rumours Brit cave drama hero has 12-year-old child ...

Vernon Unsworth v. Elon Musk, 2:18-cv-08048 - CourtListener.com

<https://www.courtlistener.com/docket/7887513/vernon-unsworth-v-elon-musk/>

Docket for **Vernon Unsworth v. Elon Musk**, 2:18-cv-08048 — Brought to you by the RECAP Initiative and Free Law Project, a non-profit dedicated to creating high ...

Twitter Moments on Twitter: "Vernon Unsworth, the diver who helped ...

<https://twitter.com/twittermoments/status/1041780589077118979?lang=en>

Vernon Unsworth, the diver who helped save 12 boys from a flooded cave in Thailand in July, has filed a defamation lawsuit against Tesla CEO Elon ...

Elon Musk Requests Defamation Suit Dismissal Over 'Schoolyard Spat ...

<https://www.forbes.com/.../elon-musk-requests-defamation-suit-dismissal-over-school...>

Dec 30, 2018 - Elon Musk has filed a motion to dismiss the defamation lawsuit over his tweet calling British caver **Vernon Unsworth** a pedophile.

Elon Musk faces trial over 'pedo' tweet - BBC News

<https://www.bbc.com/news/world-us-canada-48238576>

May 11, 2019 - Composite image of **Vernon Unsworth** and Elon Musk ... The Tesla boss called Mr Unsworth a "pedo" in a Twitter post after the Briton said Mr ...

Tesla CEO Elon Musk to face trial for calling cave rescue diver 'pedo ...

<https://www.businessinsider.com/tesla-ceo-elon-musk-faces-trial-for-pedo-insult-of-di...>

May 11, 2019 - Musk called **Vernon Unsworth** a "pedo" when the diver called the Tesla CEO's attempts to save the team a "PR stunt."

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vernon unsworth child bride

vernon unsworth wikipedia

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<https://www.forbes.com/.../elon-musk-requests-defamation-suit-dismissal-over-school...>
Dec 30, 2018 - Elon Musk has filed a motion to dismiss the defamation lawsuit over his tweet calling British caver **Vernon Unsworth** a pedophile.


Elon Musk faces trial over 'pedo' tweet - BBC News
<https://www.bbc.com/news/world-us-canada-48238576>
May 11, 2019 - Composite image of **Vernon Unsworth** and Elon Musk ... The Tesla boss called Mr Unsworth a "pedo" in a Twitter post after the Briton said Mr ...

Tesla CEO Elon Musk to face trial for calling cave rescue diver 'pedo ...
<https://www.businessinsider.com/tesla-ceo-elon-musk-faces-trial-for-pedo-insult-of-di...>
May 11, 2019 - Musk called **Vernon Unsworth** a "pedo" when the diver called the Tesla CEO's attempts to save the team a "PR stunt."

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Current Client

Vernon Unsworth in all locations

VIEW: LOCATIONS 21 MAY - 21 JUN 2019

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June 21, 2019 Berlin

Vernon Unsworth

Vernon Unsworth | STERN.de

Elon Musk files to dismiss 'pedo' defamation law...

Elon Musk is going to trial for calling a cave diver ...

Höhledrama von Thailand: Taucher will gegen T...

Elon Musk claims US constitutional right to call T...

Vernon Unsworth | The Irish Times

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Elon Musk to go to trial over 'pedo' tweet about ...

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Elon Musk is going to trial for calling a cave diver ...

Thai cave rescue hero Vernon Unsworth girlfriend...

Vernon Unsworth | The Irish Times

Vernon Unsworth - who is the Thai cave rescue di...

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Girlfriend of diver Elon Musk dubbed 'pedo guy' r...

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June 21, 2019 Los Angeles CA

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Elon Musk to Cave Diver Vernon Unsworth in 'Pe...

Vernon Unsworth 'Pedo Guy' Lawsuit: Elon Musk ...

Elon Musk claims US constitutional right to call T...

Elon Musk files to dismiss 'pedo' defamation law...

Vernon Unsworth vs. Elon Musk defamation laws...

Vernon Unsworth | The Irish Times

British diver Vernon Unsworth, who helped rescu...

Vernon Unsworth - latest news, breaking stories ...

June 21, 2019 Paris

Vernon Unsworth

Elon Musk s'excuse d'avoir traité un speléologue ...

Elon Musk is going to trial for calling a cave diver ...

Elon Musk files to dismiss 'pedo' defamation law...

Elon Musk attaqué en justice par le sauveur qu...

Elon Musk claims US constitutional right to call T...

Vernon Unsworth Wiki, Age, Wife, Net worth, Bio...

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Elon Musk WILL face defamation lawsuit from Bri...

Verfahren gegen Elon Musk wegen Pädophilie-An...

Vernon Unsworth vs. Elon Musk defamation laws...

Musk's new lawyer fights 'pedo guy' defamation l...

Elon Musk faces trial over 'pedo' tweet - BBC News

Vernon Unsworth v. Elon Musk, 2:18-cv-08048 - C...

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Vernon Unsworth

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Elon Musk: Tesla billionaire to face trial after calli...

Hero British diver Vernon Unsworth responds as ...

Vernon Unsworth vs. Elon Musk defamation laws...

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Twitter Moments on Twitter: "Vernon Unsworth, ...

Vernon Unsworth Archives - Sunday Post

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Vernon Unsworth

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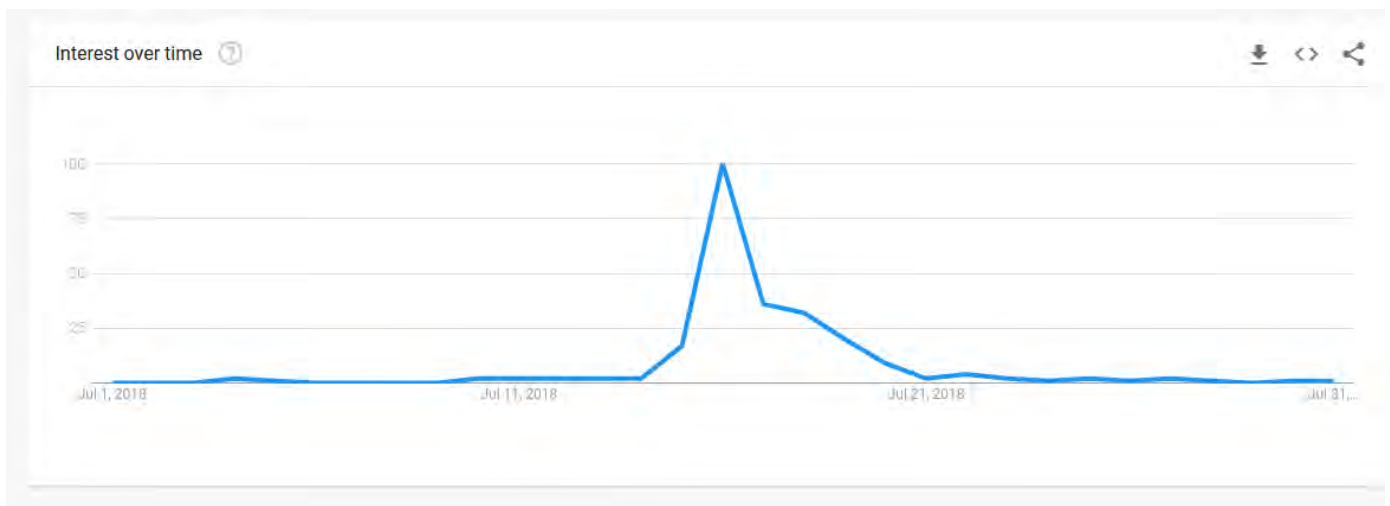
Vernon Unsworth Profiles | Facebook

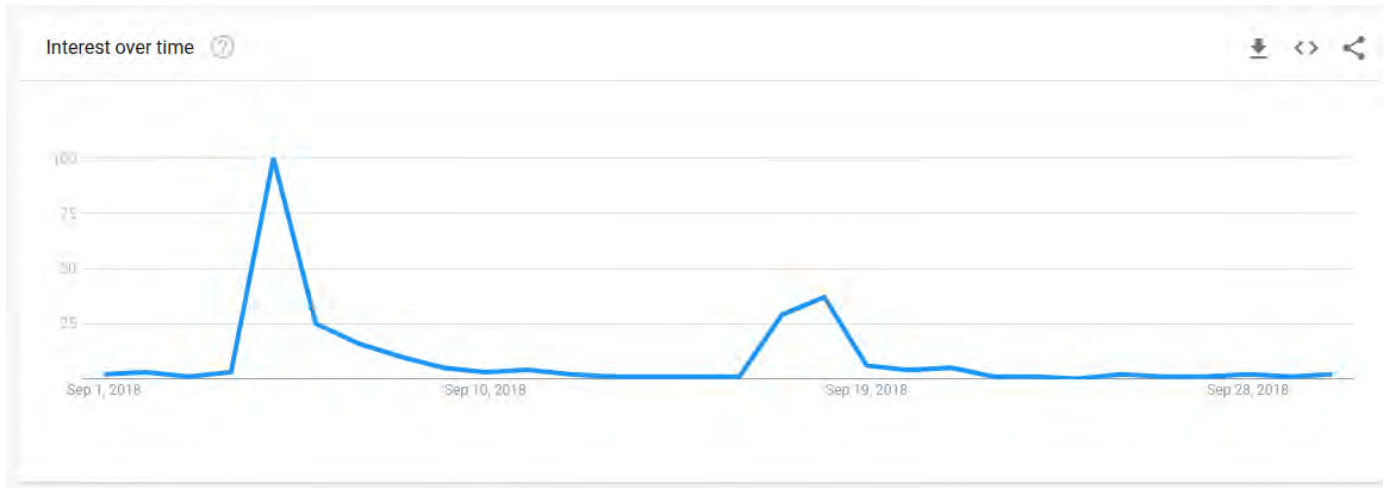
When examining the damage to a person or companies reputation, one tool to analyze coverage is [Google Trends](#). Google Trends shows what people are searching for on the internet. It can show:

- 1) The locations and languages where this person has family, friends, and business contacts.
- 2) It can show the places and languages worldwide for which there is the most significant number of searches. Google provides data on which countries saw relatively fewer or more searches of a topic. Some of the interest has come from non-obvious locations and in a variety of languages from Norwegian to Chinese to Dutch.
- 3) As [detailed here](#), Google Trends is a search trend feature that shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume over a given period. Trends only shows data for popular terms, so search terms with low volume appear as "0". The "100" does not mean that only 100 people searched the term; it is a measure of how popular the search term was versus other searches and other locations. The chart does show that in several countries, there was a tremendous amount of interest in Mr. Unsworth as a result of Mr. Musk's comments.

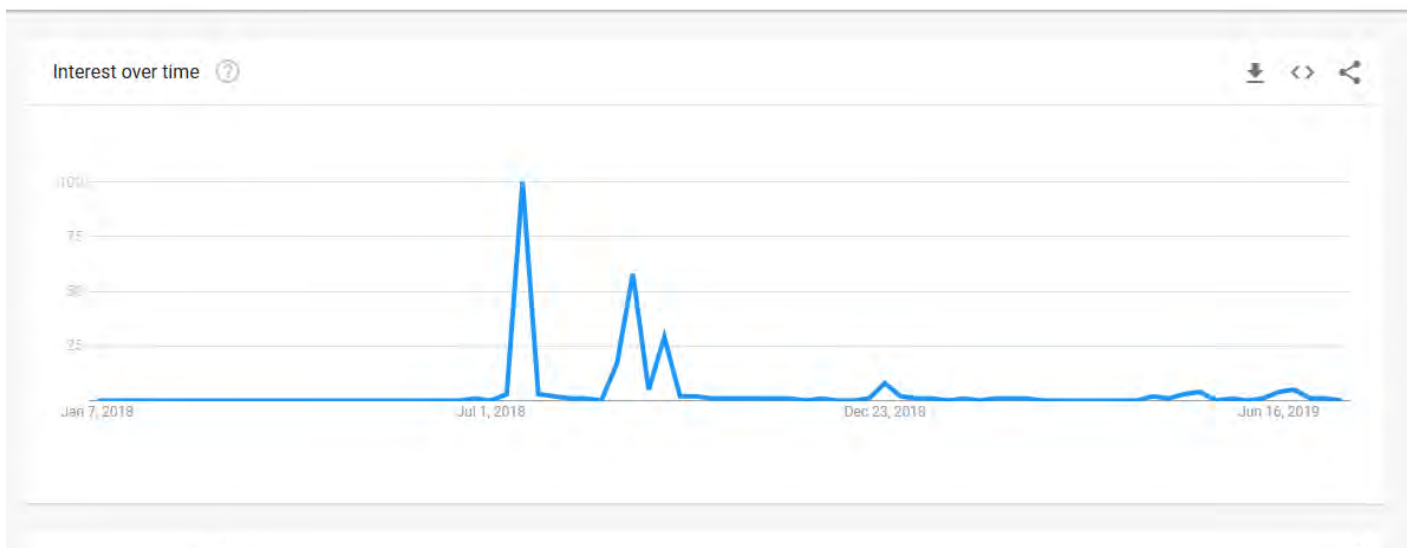
Using the search term Vernon Unsworth on [Google Trends](#), I found the interest in Mr. Unsworth to be far greater than one might anticipate and the chart below helps show that the damage to reputation his reputation took place in locations and languages that may not be obvious.

The first two searches below show worldwide interest in Mr. Unsworth in [July 2018](#) and [September 2018](#).

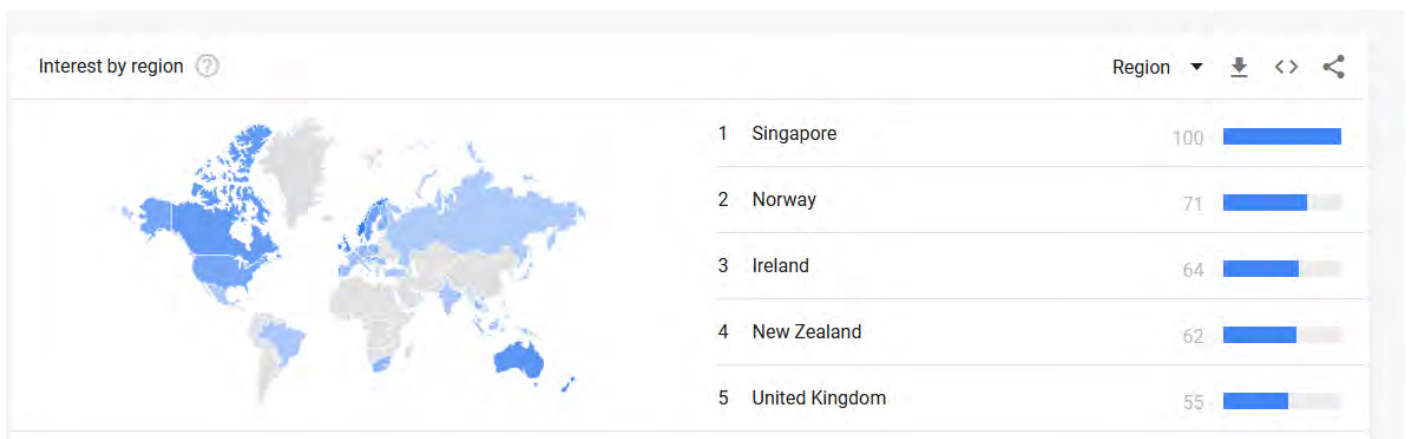




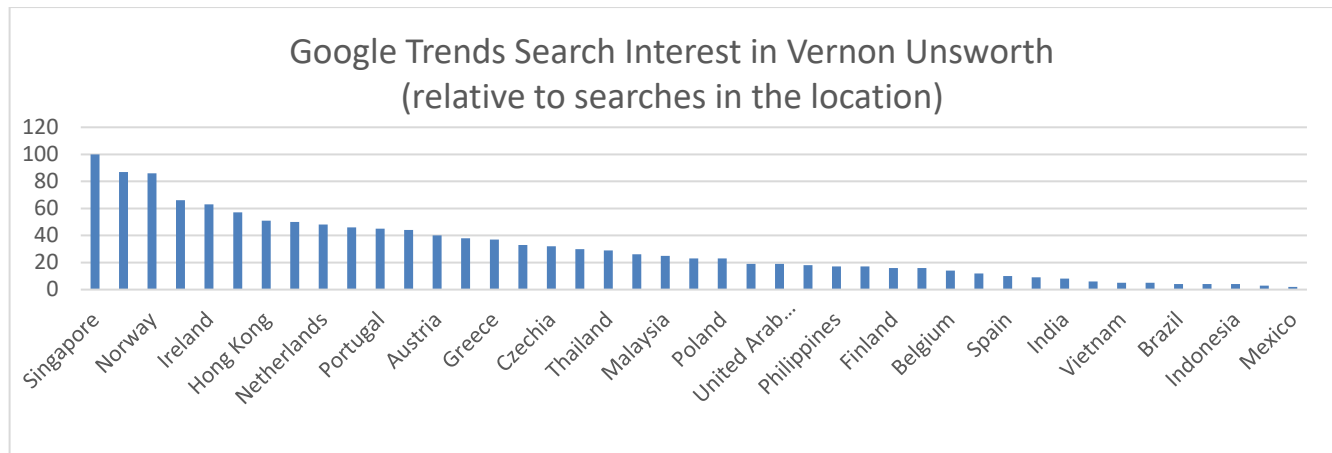
This cart shows interest over time.



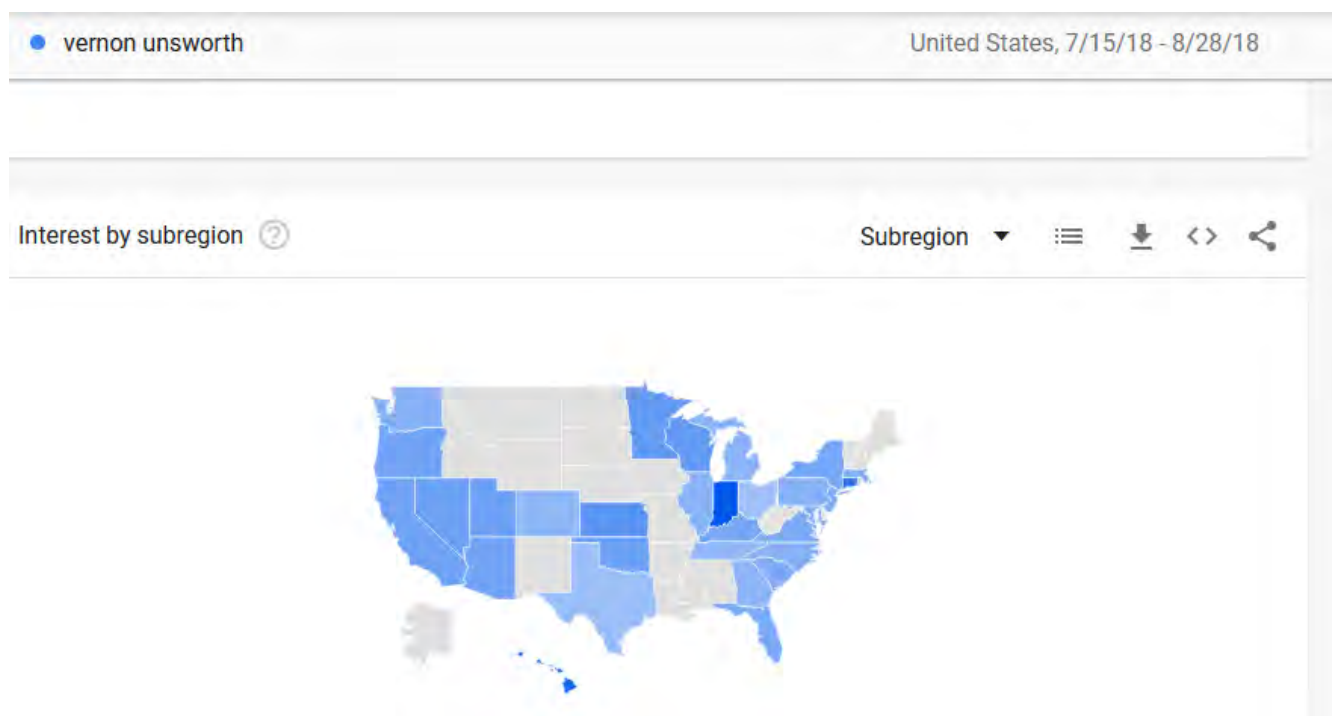
The two charts below show interest by region from July 1, 2018 until July 1, 2019.



The chart below show interest by country from June 15, 2018 until July 28, 2018.



The screenshot below shows by subregion of the United States from June 15, 2018 until July 28, 2018



Nature And Impact Of Negative Communications

There are two methods of dissemination of negative information—controlled and uncontrolled. “Controlled” means everyone exposed to the information can be pinpointed (e.g., person-to-person remark, written communication to only certain people, speech to an audience at a single forum) in a contained environment. In this scenario, only these people have negative information and have not passed it on in any way (e.g., word of mouth, written communication). These instances provide an

opportunity to refute the negative information by presenting an opposing view to the input they had received.

“Uncontrolled” means that either the original recipients of the information have passed it on in various ways to others that cannot be identified or reached—or it was disseminated in such a way that there is no way of knowing precisely who received it or what they may have done with that information. In this instance, where the false information about Mr. Unsworth was disseminated on social media and repeated in the mainstream media, it is impossible to ensure that everyone exposed to the negative information has access to the opposing viewpoint. These instances are extremely damaging because in the absence of counter-information, in my professional experience, the original (negative) information is often accepted to be true.

Negative information which is disseminated can never be erased entirely or overcome. For example, consider the “best-case scenario”—controlled dissemination:

- In countering the initial (negative) information, the second source of information reaching a person may have less impact because the person may have already given credence to the first input. Alternatively, they may filter the second information through the original information received (e.g., it is not a “clean slate”).
- Even if people receive conflicting information, they may be dubious about it, given what they were already told (e.g., “where there is smoke, there must be fire”) and that fact that Mr. Musk is a person with credibility. In this case, the only smoke that exists was created by Mr. Musk.
- A person presented with both sets of information regarding Mr. Unsworth may feel unsure about which is accurate. In that case, in my professional experience, human nature often leads people to take the conservative approach: steering clear of Mr. Unsworth. The uncontrolled nature of the message delivery means the harm created by Mr. Musk will not be able to be thoroughly measured. For example, people who come in contact with Mr. Unsworth in the future, who may have heard Mr. Musk’s statements that Mr. Unsworth is a sexual predator, may choose not to associate with him. The impacts/effects of harmful communications on Mr. Unsworth’s image and reputation can be expected to last and may never go away completely.
- Negative information can also cause damage simply because there is insufficient and inadequate information to counter the false stories being produced.

The real damage occurs with both controlled and uncontrolled dissemination, but the uncontrolled accusations are the most difficult to repair.

- In the absence of counterbalancing or challenging information, people can be convinced to accept as accurate that which is told to them if it has an air of plausibility, either due to the content of the information or in the case of Mr. Musk, because of his stature and being the person delivering the information.
- Given the worldwide spread of the repeated false statements regarding Mr. Unsworth, the inability to identify who has received the information precludes the ability to ensure everyone who received the false claims is provided with the correct information that Mr. Unsworth is not a pedophile.

- When information isn't countered, the original story can be passed on by "word of mouth" and by social media. This is particularly dangerous and harmful because when passing from one person to the other, the original information can be misinterpreted, exaggerated, embellished, and distorted, potentially elevating the negativity of the information.
- Finally, and most importantly, the false statements (e.g., "pedo guy", "bet ya a signed dollar it's true," and telling a reporter that Mr. Unsworth is a "child rapist" who had moved to Thailand "for a child bride who was about 12 years old at the time") were not confined to a few people. Their spread has been proven to be international and broad, and because the defamation was spread on social and mainstream media, its existence and reach are prolonged and essentially permanent.

The false dissemination of statements by Mr. Musk on social media and to reporters who then reported Mr. Musk's statements falls into the uncontrolled distribution of information. While Mr. Musk deleted his initial tweets regarding Mr. Unsworth, the fact remains that the comments were used in countless news stories and we don't know how often or where the uncontrolled dissemination was repeated to others. This compounds the harm because Mr. Unsworth is limited in his ability to provide factual information to every recipient of the false statements.

Even to those that do not know or have a strong opinion of Mr. Unsworth, after being exposed to the statements by a prominent person like Mr. Musk, based on my experience, it is my opinion people will still question Mr. Unsworth's character and question his reputation, simply by being exposed to the Musk allegations, irrespective of truth.

The negative impact of those tweets is only compounded by Mr. Musk continuing to resurrect and push his allegations, either by suggesting to reporters they are real, and Mr. Unsworth is worthy of investigation by a reporter, or by his charge that if the allegations weren't true he would "have already been sued" by Mr. Unsworth. In particular, the charge that he "would have sued" if it weren't true would buttress in the mind of a typical reader the truth of the charge of pedophilia by suggesting that an "innocent" man would have immediately taken legal steps to challenge Mr. Musk's allegation.

Message Crafting

The documents and information I have reviewed related to this case illustrate what, in my professional opinion, is a carefully crafted statement of negative information by Mr. Musk spread widely in both a controlled and uncontrolled fashion, to cause the recipients to distrust, Mr. Unsworth.

The word choices and phrases used were designed to communicate the message that Mr. Unsworth is not who he claims to be and that he was a pedophile. Moreover, he challenged at least one reporter to contact people in Thailand to confirm his claims and said Mr. Unsworth was "an old, single white guy from England who's been traveling to or living in Thailand for 30 to 40 years, mostly Pattaya Beach, until moving to Chiang Rai for a child bride who was about 12 years old at the time."

Many people are aware that Thailand has been known as a place where people travel to pay for sex with kids. Mr. Musk's statement to Buzzfeed that Mr. Unsworth was a "child rapist" and that Mr. Unsworth frequented Pattaya Beach and moved to Chiang Rai was intentional message crafting, designed to reinforce his narrative that the person attacking him was a pedophile.

When the BuzzFeed reporter emailed Mr. Musk asking for him to comment in response to a comment from Mr. Unsworth's attorney, Mr. Musk doubled down with his disparagement of Mr. Unsworth with two separate emails to the reporter. Mr. Musk wrote the reporter and said, "I suggest that you call people you know in Thailand, find out what's actually going on and stop defending child rapists, you fucking asshole." As detailed above, Mr. Musk wrote in his first email to the reporter "He's an old, single white guy from England who's been traveling to or living in Thailand for 30 to 40 years, mostly Pattaya Beach, until moving to Chiang Rai for a child bride who was about 12 years old at the time."

Mr. Musk then added, "As for this alleged threat of a lawsuit, which magically appeared when I raised the issue (nothing was sent or raised beforehand), I fucking hope he sues me."

As detailed in [this article](#), BuzzFeed News could find no evidence to support Mr. Musk's allegations, and Mr. Musk did not provide any documentation to support his accusations. It is my opinion that Mr. Musk intended that the public believe his charge against Mr. Unsworth. Mr. Musk chose to amplify his allegations that Mr. Unsworth was a pedophile by communicating with a reporter that charge. It is not just that the message was explicitly stated through the use of the words "pedo guy." Mr. Musk put an exclamation point on his interaction with the reporter as to his charge that Mr. Unsworth was a pedophile via his frank and vulgar challenge to the reporter: "stop defending child rapists, you f----ing asshole."

If the reporter was not already getting the message, Mr. Musk summed up his view about Mr. Unsworth by stating, "There's only one reason people go to Pattaya Beach," Musk's email read. "It isn't where you'd go for caves, but it is where you'd go for something else. Chiang Rai is renowned for child sex- trafficking." How Mr. Musk's messages were delivered is also important, as Mr. Musk employed a communication strategy to try to lend "authenticity" to the claims made in his tweets.

Mr. Musk is a seasoned communicator with both the public and the reporter. It is clear that his interaction with the reporter was designed to send a message to the reporter, and hence the people who read any ensuing reporting, that the information Mr. Musk was peddling regarding Mr. Unsworth was accurate and not merely a one time "off the cuff" angry response to undermine Mr. Unsworth's statements about Mr. Musk. It is clear from the record that Mr. Musk made false statements to retaliate against Mr. Unsworth for questioning his submarine plan.

A person presented with both sets of information regarding Mr. Unsworth may feel unsure about which is accurate. In that case, in my professional experience, people often take the conservative approach: steering clear of Mr. Unsworth.

Distribution Method

Because Mr. Musk initially used social media to push his claims regarding Mr. Unsworth, and those statements were picked up by the mainstream media, it impossible to know the exact number of people who were exposed to Mr. Musk's false statements about Mr. Unsworth. The uncontrolled spread of Mr. Musk's attack took place in two ways. First, the tweets were put on Mr. Musk's Twitter page and second, the uncontrolled proliferation occurred as the media reported on Mr. Musk's claims.

As an experienced crisis and reputation management professional, it is my firm belief that a public attack on a person's ethics and integrity cannot go unchallenged. Because Mr. Unsworth did not have the platform that Mr. Musk has as a respected CEO, he could not take immediate action and reach the same number of people as Mr. Musk to challenge his claims. Had he been at the same level as Mr.

Musk the day the first false statement was uttered, Mr. Unsworth would have been able to challenge Mr. Musk's statement. When a person's integrity is called into question, they must respond and respond quickly. Unfortunately, Mr. Unsworth was not able to respond with the same outreach as Mr. Musk, and Mr. Musk took advantage of this fact and doubled down on his false claims.

The uncontrolled nature of the message delivery means the harm created by Mr. Musk cannot be able to be thoroughly measured. For example, people who come in contact with Mr. Unsworth in the future, who may have heard Mr. Musk's statements that Mr. Unsworth is a sexual predator, may choose not to associate with him. The impacts/effects of harmful communications on Mr. Unsworth's image and reputation can be expected to last and may never go away entirely, regardless of their truth or falsity.

Reputation And Impact

A reputation is something that is built over a long period but can be destroyed in an instant. Warren Buffet, the Oracle of Omaha, understands the importance of a reputation. He has been [quoted as saying](#): "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." He has [also said](#), "Lose money and I will forgive you. Lose even a shred of reputation, and I will be ruthless. Wealth can always be recreated, but reputation takes a lifetime to build and often only a moment to destroy." Buffet's message is simple: a person's reputation is essential.

The attack on Mr. Unsworth was centered on the allegation that he is a pedophile. The fallout from Mr. Musk's actions, in my professional view, besmirched the reputation of Mr. Unsworth not only in the United Kingdom but throughout the United States and the world. It is my opinion that Mr. Unsworth will never be able to altogether remove doubts about his character from those who saw the post, read or saw news stories about the claim or those who were subsequently informed of the Tweet and stories by those who viewed and read them. Likewise, anyone who chooses to search Mr. Unsworth in Google or other search engines will see comments by Mr. Musk. Based on my experience, it is my view that Mr. Unsworth suffered negative consequences of the post, including:

- Damage to his name, image, and reputation;
- Loss of goodwill;
- Reduced trust in working relationships with peers and future business partners;
- Embarrassment due to false accusations; and,
- Unnecessary costs (e.g., need to repair his reputation, legal fees, time spent refuting the false information).

The difference from defaming a person in prior years via printed articles in newspapers or other publications is immense. First, the internet is a vast repository of content that is retained in a multiplicity of websites. Secondly, that content is easily found via search engines. This is unlike prior years where a trip to a library and a search through microfiche would be required to read a defamatory story that might only be a few months old. The internet has become a platform for eternal defamation, and as discussed below, only extensive efforts to correct defamatory information so that the corrected information appears at the same time or before the defamatory information can hope to repair a damaged reputation.

Today, when someone is defamed, the defamatory information is only a few clicks away, forever. That is because the Internet has changed the way that reputations are made and destroyed. The negative information continues to exist on the internet, where it can be found in a simple internet search. Indeed,

as of the writing of this report, over 600 new reports exist on the Internet that include the statements from Mr. Musk regarding Mr. Unsworth.

As recently as 1998 when Google was created, if you wanted to research a person (like Mr. Unsworth) you'd have to visit the basement of a library or other institution that kept microfiche or microfilm of old newspapers. A lot of great investigative journalism and historical research has been done just that way over the years, but the work required a tedious effort. With today's technology, which allows anyone to enter in a few key search terms, you can instantaneously find out something that would have been difficult to find as recently as two decades ago.

The fallout from Mr. Musk's actions in my professional view has besmirched the reputation of Mr. Unsworth. It is my opinion that Mr. Unsworth will never be able to completely remove doubts about his character from all who saw the news stories or heard from friends and colleagues about Mr. Musk's claim or all who were subsequently informed of the Tweet and stories by those who viewed and read them. Likewise, anyone who chooses to search Mr. Unsworth in Google or other search engines will see the comments by Mr. Musk.

Response to Negative Communications

Allegations of pedophilia are immediately toxic to a person's reputation. In my professional opinion, the actions of Mr. Musk created reputational harm. It is my expert opinion that Mr. Unsworth has been damaged and that a robust reputation repair program is advisable to address the harm done to his reputation.

[Princeton researchers](#) have documented that when people meet for the first time, they decide if the other person is trustworthy within a tenth of a second, and that bad first impressions are hard to overcome. Research also shows that it takes many more "[good acts](#)" to overcome a bad first impression. In short, a negative perception can be quickly created and hard to reverse.

In this case, the "bad first impression" of Mr. Unsworth as being an accused sexual deviant had been created in the public sphere by Mr. Musk. Mr. Unsworth is not likely to have contact with the vast majority of people who have read these negative and false statements about him. Their opinion of him, a person heretofore generally unknown to the general public, is likely to be tainted if they have read and/or believe Mr. Musk's accusations. This cloud of suspicion that has been created in the public sphere will be challenging to overcome.

Recovering And Repairing A Professional Reputation

I have substantial experience in helping individuals and companies recover and repair reputations. For a person like Mr. Unsworth, there is no way to completely remove the stain caused by false accusations, but there are steps one can take to begin to repair the damage.

After former Secretary of Labor Ray Donovan was acquitted of criminal fraud charges, it was reported that he stood on the courthouse steps and asked, "which office do I go to get my reputation back?" There was no office he could go to get his reputation back. Unlike Secretary Donovan, after having his name dragged through the mud, we know exactly where Mr. Unsworth needs to go to start getting his well-earned reputation back after he leaves the courthouse: he needs to go to media outlets where Musk statements were spread worldwide.

The repercussions of having a false narrative will dog Mr. Unsworth for years because the accusations live online. One type of damage that can be quantified is the cost to attempt to repair Mr. Unsworth's reputation. When a person's online reputation has been completely overtaken by libelous and otherwise damaging content, the recovery typically requires a great deal of work and may continue on an ongoing basis for a significant period. Throughout a reputation repair program, I would expect to see a substantial transformation in Mr. Unsworth's online reputation. Today, when you use a keyword search, you are using a crawler. The crawler gets a list of websites and looks for copy and forwards the information to search engines to index and rank according to various aspects. Good crawlers can follow links they find on pages. Search engines crawl and index results in real-time, and ongoing work on Mr. Unsworth's digital reputation is critical to properly protect him from further unfavorable content. It will be necessary to initially look at the way Mr. Unsworth is presented online when searched in multiple different languages and locations. In each case, I would focus on search results, as seen in the local version of Google.

Methodology

The following are some of the primary focus methods that I would advise in a comprehensive digital reputation recovery program for Mr. Unsworth. The program I recommend could involve several different communication specialists, which will be detailed below.

- **Owned:** The program should look to maximize the impact of owned websites and other platforms where positive content appears or can be featured — for example, maintaining a personal page for Mr. Unsworth.
- **Earned:** The program should look to increase the prominence of the positive and neutral earned media, whether they are international, national, or local publications, or videos or news blogs. This will help displace the negative pieces while providing stakeholders with rich engaging content that puts Mr. Unsworth in a positive light.
- **Social Media:** The program should look at how profiles on Twitter, LinkedIn, Instagram, and other social media and video sites can be further leveraged toward building a positive reputation.
- **Industry Sites:** Identifying the specific opportunities in industry sites, for example, caving and cave diving sites of various types.
- **Community:** Wikidata, Crunchbase, and other community-built resources are important to leverage in helping control digital reputation.
- **Algorithms:** By understanding how search engines work and the specific technical cues they need, outside experts can ensure that the reputation repair program has the maximum effect; in this way, they would be utilizing, rather than fighting, the algorithms of Google and other popular search engines.

Increasing Ownership

I would recommend that Mr. Unsworth retain a public relations firm that has digital media experience to leverage greater ownership of positive search result. Mr. Unsworth's reputation has been damaged to the point where it doesn't just need an adjustment or the removal of an inaccurate news story. It should instead be proactively planned and built. The more results that are owned and controlled by Mr. Unsworth, the further searchers will need to go before they find the unfavorable news results.

The team retained to help Mr. Unsworth will have to secure domain names with his actual name and domain names similar to his name so that someone does not domain squat. Some of the names that are available and should be secured are:

- VernonUnsworth.com
- VernonUnsworth.org
- VernonUnsworth.info
- VernonUnsworth.net
- VernonUnsworth.us
- VernonUnsworth.co.uk
- VernonUnsworth.biz
- VernonUnsworth.online

Promoting Mr. Unsworth's new profile on the newly-created personal website(s) is highly recommended. This can be accomplished by creating an [Exact Match Domain](#) (EMD) that contains a basic description of his career and links to other relevant content. This site would get a thorough Search Engine Optimization (SEO) review to ensure that multiple pages from that site appear prominently in all related searches. It also means optimizing internal linking within the site. Coupled with paid ads from Mr. Musk providing a sincere apology and retracting his statements, social media offers the next obvious opportunity to increase ownership for Mr. Unsworth to improve his reputation.

As noted above, the online reputation for Mr. Unsworth varies by location. This is especially true when you look at different languages. Each language and location will require separate tracking, while some of the same content will be useful in the program across languages.

Online Reputation Management Program Recommendations

Digital reputation management companies use technical SEO including use of [Schema.org Markup](#), [Google Webmaster Tools](#), and [Google Search Console](#) to fully optimize technical aspects of one's online reputation. They use tools to help optimize results for search queries of keywords and to promote owned properties within the search results. Part of the effort would be to identify relevant, positive content pieces from news sites, blogs and industry-related websites. Because the media coverage has generally repeated the false charges by Mr. Musk, any positive media coverage of Mr. Unsworth is currently appearing less prominently than it could. News content particularly will be useful in displacing the prominent negative content, which why full-page ads and created earned media around a public apology will be critical. As the case proceeds, it is likely to yield content that will be very helpful in building a positive reputation for Mr. Unsworth. For example, new articles that announce Mr. Musk renouncing his past claims against Mr. Unsworth and taking out ads apologizing will create new useful content. The new content pieces could be utilized at the end of the trial to displace negative content that presently populates the majority of search results.

Owned social media profiles tend to rank highly in search results and are a recommended tactic to begin exerting more control over digital reputation. This is sometimes possible even without being active on the channel, though prolonged activity is highly correlated with sustainable rankings. [Wikidata](#) is a database of notable people, places, and brands. It is used by Google, Bing, Facebook, and other online platforms to gather authoritative information about the relationships between sites and people, official titles, etc. Having a properly formed Wikidata entry will be extremely helpful in ensuring that relevant, timely content about Mr. Unsworth is presented prominently. I would

recommend that the team hired to assist Mr. Unsworth work with the Wikidata community and its editors to create and properly populate an optimal profile.

Based on my experience, a long-term solution that helps clients get past one part of the damage done (digital reputation damage), is to optimize owned content and creating new content. Video content can be key, and there is some positive video content to be found about Mr. Unsworth's heroism when faced with the challenge of saving the boys trapped in the cave in Thailand. A successful campaign will highlight this video content and ensure it is a key part of the online narrative. See the following example:



ct to

Activity Categories

- **Analysis:** This is a set of activities that entails collecting all of the relevant data about the online reputation of the client. The digital experts then analyze the data to understand the situation and identify the best available solutions. The data is continuously updating, so this analysis and findings are ongoing.
- **Optimization:** The digital experts utilize the analysis along with their experience and technology to carry out the optimization efforts. These might include a diverse range of activities from content optimization to technical tweaks.
- **Monitoring:** Throughout their work, it is my experience working with a digital expert that they use unique technology tools to monitor and update their understanding of the situation regularly – and this feeds back into the analysis and optimization efforts.

Below I share specific activities that fit into each of these areas.

Analysis Of Activities And Tools:

- **Keyword Identification**
Beyond the obvious client name keyword, the team working for Mr. Unsworth will need to analyze keyword traffic and trends using tools such as Google Trends, [ahrefs](#), [SEMRush](#) and others.
- **Search Suggestions and Related Searches**
These highly relevant related keywords are shared by Google and give great insight into how internet searches are changing. The digital team working for Mr. Unsworth will need to utilize these to determine the topics that content should contain to satisfy visitors – and the algorithm.
- **Search Engine Comparison**
Since different search engines use different methods for creating search results, it is fascinating to compare the results that are seen say in Bing vs. Google. For example, if a specific video about Mr. Unsworth is appearing prominently in Bing, there are likely some characteristics that are very promising. This analysis could well lead to a decision to optimize the same video for Google.

- **Server Codes analysis**

The digital team will need to look at the server response codes for important pages – they will need to detect changes – for example, a [302 redirect](#) that could cause issues in rankings.

- **IMPACT**

With previous clients, I have used IMPACT which happens to be a Five Blocks proprietary reputation management tracking and analysis tool. Other companies have similar tools which give the recipient more than just search engine rankings. The tools allow users to analyze search results across keywords, competitors, geographies, languages, etc. It enables the digital team to identify patterns such as which article or page is most likely to outperform a competing one. The tracking these tools create provides valuable progress reports for the account team. The tool would also show Mr. Unsworth data visualization to convey the differences in search results across different keywords, segments, locations, etc.

- **Google Analytics**

Using [Google Analytics](#), the digital team can identify many vital pieces of information about Mr. Unsworth's website(s) performance. For example, traffic sources, best performing content, location of visitors, time on site, bounce rates, conversion metrics, etc. This information helps inform the digital team's plans and is a great way to measure progress on an ongoing basis.

- **Google Search Console**

Formerly known as Google Webmaster Tools, [Google Search Console](#) provides specific information on the keywords that are generating traffic to a given page. It also shows the team keywords for which Mr. Unsworth's sites would rank. Additionally, I have seen digital teams use the Search Console to check for errors in caching, potential malware, and other issues on an ongoing basis.

- **WikiAlerts**

Wikipedia Monitoring is a tool that I know Five Blocks uses. Other digital companies have similar tools. The tool would allow Mr. Unsworth to be constantly aware of changes that are occurring to pages of interest in Wikipedia and real-time alerts to changes in Wikipedia. The tool alerts the digital team to the nature of the change as well as the specific content added or removed - all in near real-time so that the appropriate action can be taken.

- **Google Trends**

Most digital reputation firms utilize [Google Trends](#) to inform the team of upticks in keyword traffic to new related keywords. For example, if something leads searchers to begin looking up a variation of a popular term, Google Trends may be one of the first places we will see empirical evidence of the new trend.

- **Caving Community Analysis**

One way to look at how Mr. Unsworth sites should be promoted is to analyze the websites of those involved in the caving community. It is important to understand the keywords that those in the caving community target and the types of engagement that they get. The digital firm Mr. Unsworth retains should look at how his site is promoted within Google and other engines – as these tactics or similar ones may be ones to consider. Beyond his specific location(s) it would make sense to look at the types of unfavorable third-party content – video, editorials, blog posts, etc. that currently occupy prominent spots.

- **SEO Optimization Tools**

With the target of higher rankings, growing traffic, and increased engagement, all of Mr. Unsworth's websites should undergo a thorough SEO optimization regularly. Included in this review should be the use of Google Search Console or similar software to identify issues and opportunities. Additionally, I would recommend that the retained firm seek to change the content that is currently most seen, paying special technical attention to [Schema.org](#), titles, and descriptions. [Backlink](#) profile and opportunities for backlink reclamation should also be

analyzed. Often, efforts to rebrand a person or company after an adverse event stall due to backing off of constant content optimization, technical SEO, term-relevant backlinking, and utilization of partners to create incoming links and relevant content. Several companies use tools such as ahrefs, [Screaming Frog](#), etc. to assess SEO optimization issues and opportunities.

- **Peer Analysis**

I have found that peer analysis is an excellent way to identify the best opportunities for clients repairing their reputation to track similar people and analyze the specific websites that are performing best. In working with digital firms, it is my experience that you can improve a client's online presence by examining what peers are doing. Since Google's algorithm changed several years ago, I find it worthwhile to keep tabs on what other people and firms are doing and how their online presence is being impacted so that Mr. Unsworth's online reputation is always optimal.

- **Location Influence**

As noted in the charts, interest in Mr. Unsworth varies by location. When creating a digital plan for Mr. Unsworth, the team hired will need to address specific issues, and it will be necessary to ensure that their efforts address the various key locations.

- **Duplicate Content**

The digital team retained will need to work on [duplicate content issues](#) to ensure that Google sees more of Mr. Unsworth's content (once they are varied) so that the team can more easily promote them the content.

Optimization Tactics:

Below are the tactics that I believe a digital firm will need to undertake on Mr. Unsworth's behalf.

- **Increasing Ownership**

One crucial area that Mr. Unsworth needs assistance is creating and achieving leverage and ownership of the search results. The more results that are owned and controlled by Mr. Unsworth, the further searchers will need to go before they find the unfavorable news results. As part of creating and optimizing Mr. Unsworth's website(s), the digital team will need to establish these pages as anchors – this means a thorough SEO review of websites as they pertain to Mr. Unsworth to ensure that multiple pages from that site appear for Mr. Unsworth.

- **Technical SEO**

Use of schema.org (microformats) markup, Google Webmaster Tools, and Google Search Console will be helpful in more fully optimizing technical aspects of Mr. Unsworth's online reputation, understanding search queries, and keywords, and better promoting owned properties within the search results.

- **Creating new websites**

The digital team will need to work with Mr. Unsworth to create either specific sites all about him or some aspect of his life.

- **Third-party media content**

The digital team will have to mine the few relevant, positive content from various sites that are currently appearing less prominently than it should and use the information. News content created at the result of ads from Mr. Musk apologizing as well as Mr. Unsworth putting out a press release about the ads will generate media coverage and will be useful in displacing the prominent negative content.

- **Social Media Profiles**

LinkedIn consists of working individuals who occupy top spots regardless of location. As part

of the analysis, the team should explore if social media profiles about Mr. Unsworth should be created. This is another area in which peers will be good indicators. Owned social media profiles tend to rank highly in search results and are a recommended tactic to begin exerting more control over digital reputation. This is sometimes possible even without being active on the channel, though prolonged activity is highly correlated with sustainable rankings.

- **Crunchbase**
[Crunchbase](#) has emerged as an excellent place for digital reputation companies to place executives and highlight their profile. An optimal profile on this platform can not only win a top position in the search results but can be used to further promote other third-party content.
- **Positive Content**
Seek and identify existing positive content and actively promote it digitally. Mr. Unsworth will need to work with a communications team to ensure prominence of relevant, optimized, positive content (when and where possible) and actively promote it.
- **Wikidata**
Wikidata is a database of notable people, places, and brands. Google uses it, Bing, Facebook, and other online platforms to gather authoritative information about the relationships between sites and people, official titles, etc. Having an adequately formed Wikidata entry help ensure that relevant, timely content is presented prominently for searchers. It is important to work properly with the Wikidata community to ensure that the right information is included and that Google sees and uses it.
- **Wikipedia**
Aside from being a very popular website for companies and prominent individuals, having an article in Wikipedia is an indication to Google, Bing, and others that the company or individual is notable. This leads to the company or individual having a Google or Bing Knowledge Panel – the info box that often appears on the top right side of a Google search results page. This section would include a photo of Mr. Unsworth and appropriate links to Mr. Unsworth's owned pages etc.

Monitoring:

- As mentioned in my report, Mr. Unsworth's team will need to begin their day by reviewing keywords and locations. For each keyword they look at, they will need to examine the current results being displayed and how those results have changed over the past 24 hours. They should look for changes that indicate new opportunities as well as possible threats. The team should utilize tools to continuously monitor the critical search properties and search queries on an ongoing basis. If traffic falls, for example, they should understand why so that the proper adjustments can be made.
- The information gleaned from the internal monitoring reports should be used in regular reports that are conveyed to Mr. Unsworth. This constant reporting will help Mr. Unsworth see measurable progress the reputation team is making and see that it is as a result of the digital activities being performed.

Workflow & Expected Project Activities

Workflow

While I don't know what digital reputation firm Mr. Unsworth will hire, it is my experience that firms handling this type of reputational repair campaign will assign a senior person in the firm to lead the

program. This will be someone who has recently worked on a similar situation and has been successful at achieving the program goals. It is my experience that the senior person will be assisted by strategic lead and a daily account manager who will be responsible for the in-depth analysis for each keyword identified. The team will then likely formulate a plan to reshape Mr. Unsworth's image and will probably use the tactics listed above to accomplish the program goals. It should be noted that it is my experience that the digital team typically works with a point person for the client – who in this case is Mr. Unsworth. Because so many decisions have to be made, digital, advertising, public relations, etc., it is my opinion that Mr. Unsworth will have to retain a public relations professional to coordinate all the efforts and connect the digital team with Mr. Unsworth's webmasters/social media team, all who need to coordinate activities.

Typical Project Activities

Based on my experience, the following is a typical list of some of the key focus areas for similar programs. As the program progresses, the team lead will likely place an emphasis on the activities that help Mr. Unsworth most quickly achieve measurable success.

Technical SEO Review Of Corporate Sites
Owned Online Asset Review
Social Media Profile Review
Philanthropy Content
Implementation Of Technical SEO Changes To Site
Content Review Of Boilerplate Text And Bio For Duplicate Content
Link Profile Review
Improving Link Profiles – Internal External
Bloomberg, Crunchbase And Other Personal Profiles
Video Content Review And Recommendations
Establish Mr. Unsworth As A Notable Person
Schema.Org Markup Creation
Considering Additional Domain(s) To Launch
Identifying Third-Party Content To Elevate
Utilize Google Analytics To Identify What Website Is Not Generating More Traffic
Utilize Search Console To Identify Keyword Opportunities
Use Google Ads To Identify The Precise Traffic By Keyword And Location
Track Relevant Wikipedia Changes – Edits And Traffic
Peer Analysis – Identifying Opportunities
Ongoing Promotion Of Positive Content Within Search
Working With Client's PR/Comms To Ensure That Their Ideal Content Is Promoted
Reviewing Press Releases For Maximum Exposure Before They Are Released.
Ongoing Reporting & Tracking

Research

Messaging is going to be critical for the reputation repair campaign. The glue that binds all phases of a reputation rehabilitation program is strategic research, which provides the foundation upon which all

messaging should be based. I would recommend that extensive qualitative and quantitative research be completed. In my experience, it is necessary to do qualitative research (via telephone survey) to fully understand the attitudes of the public, followed by in-depth quantitative opinion research (focus groups).

Based on my experience working with issues management researchers, I would recommend that the first phase of research be a survey involving a random sample of 1,100 people across the United States with a margin of error of plus or minus three percentage points. Surveys generally ask closed-ended questions that may limit the feedback. After the telephone survey is completed and the data is analyzed, the next step in the research I would recommend involves focus groups. Focus groups would allow Mr. Unsworth and his team to gain insights and test messages that would be used in the full-page ads and the digital media program. These focus groups could also help us understand the exact ways that people would search for Mr. Unsworth in Google and other search engines. For example, they might add Mr. Musk's name to the search or perhaps other modifiers. Planning reputation rehabilitation will require a knowledge of what the most likely searches would be.

When people are recruited for focus groups, they would not know what the subject matter was in advance. Given the nature of the issue, it would likely be necessary to have several focus groups in various locations across the United States. Recruitment would be done by the chosen focus facility. Ideally, each session would include a diverse group of people mixed by age and geography who use social media, watch the news, and are aware of Mr. Musk. A focus group is most effective with 7-10 participants. This is the optimal size to promote discussion and enable the facilitator to keep the group on task. The firm used for testing would have to be one that operates in an unbiased manner. Depending on the locations across the United States, it is my experience that each participant will need to be compensated from \$300 to \$400 each. It generally takes two weeks to recruit the participants and prepare the focus group guide, so the research will take some time to complete.

Reputation Repair Advertising Campaign

The defamatory nature of Mr. Musk's statements and the harm that they have done to Mr. Unsworth's personal and professional reputation warrant a robust reputation repair advertising campaign to address the damage. The campaign will require ads to be placed both locally and internationally. Before going more in-depth on the different media outlets which will be implemented, there are some basics to advertising that must be understood. The terms presented are an integral part of the field and are used when dealing with all types of advertisements. The terms [reach, impression, and frequency](#) are three of the most commonly used words in the field that must be understood to understand my recommendations.

Reach refers to the number of people in the specific media market that the campaign wants to view the spot. It can also be expressed as a percentage, which indicates the percentage of the population that is exposed to at least one spot. An important concept about reach is that the entire viewership, readership or amount of social media followers a specific publication has, does not necessarily mean that the advertisement will reach every single one of those persons. In some cases, an individual might see a "spot" multiple times but reach only counts the number of unique individuals. So if a person saw a spot while watching the game on Thursday, the spot reached one person, but that same person sees the same spot when watching the next game on Saturday, the reach remains at one because he already saw that exact spot. It is important to remember though that reach is not the number of people who will actually be exposed to the ad, but rather the number of people who are exposed to the media and therefore have an opportunity to see the spot when it airs.

Impressions are the total number of exposures to an advertisement. Impressions are calculated by multiplying the number of spots by Average persons. So when a person saw the spot during the game for the second time, the impressions increase to two because the person has been exposed to the spot for the second time. This should not be interchanged with another common term, frequency. Frequency is the average number of times the advertisement will be presented to the reached population. If one wants to run a spot in a specific market, he may decide to run that spot twice during the nightly weekday news for two months. He would then get a frequency number by dividing the number of impressions in that market by the reach or by dividing GRPs by Reach Percentage.

While reach, impression, and frequency are key to determining an effective campaign, other formulas are needed to calculate the size of a campaign by a specific medium or schedule and the cost efficiency of advertising on one medium versus another. This is done by determining the [Gross Rating Points](#) (GRPs) and [Cost per Point](#) (CPP).

GRP is the measure of the size of an advertising campaign by a specific medium or schedule. It is calculated by multiplying the number of spots by rating. GRPs put impressions in the form of a percentage of the target population. This metric is used to measure the impressions in relation to the number of people in the target for a campaign. Since impressions are based on the total number of exposures to a spot, the GRP percentage can be greater than 100 if a large number of the target population were exposed to the campaign. GRP is calculated by multiplying the average rating of a T.V. show by the number of ads placed. If the show gets a 5 rating and ten ads are placed during that show, the ad will have 50 GRPs. Cost per point, on the other hand, measures the cost efficiency of the campaign, which will enable Mr. Unsworth's advertising team to compare the costs of one advertisement to others. The CPP's will assist Mr. Unsworth's team in planning the ad buys.

Hiring A PR Firm To Oversee The Campaign

Developing an effective reputation repair campaign for Mr. Unsworth will require putting together a team of people who can do research, craft a message, deliver that message, and make sure that the ad and digital repair campaign run smoothly throughout the life cycle. It is my experience that this is best accomplished by hiring a PR firm to oversee the entire campaign and to ensure that all the efforts are coordinated. In addition to overseeing the entire campaign effort I have described, the PR firm will need to be involved in the advertising, media statements, and market research to get a baseline public opinion from which to build off of, manage inquiries made to Mr. Unsworth and oversee the social media efforts. The firm will either do these tasks in-house or may need to outsource some tasks to other firms.

The costs of hiring a PR firm takes into account the different tasks that the firm can complete, the amount of time that those tasks will take to complete, and the size of the agency. In most situations, the firm will charge a retainer fee to keep the contract alive. Based on my experience, I expect the retainer would most likely be in the range of \$18,000 per month and last a minimum of 18 months.

Social Media

The rise of social media has made it one of the more intriguing advertisement mediums because of the number of users they have. Twitter is the social media platform in which this campaign will focus because of its ability to reach the target audience. Twitter is an online microblogging service for distributing short messages (280 character limit) among groups of recipients via personal computer or mobile telephone. From April 2019, [Twitter reported](#) a monthly active user base of 330 million, with around 130 million daily active users. Twitter now only releases daily active users, and that is

measured based on the number of users who can view ads. Twitter provides multiple different avenues for advertising on its platform, Promoted Tweets, Promoted Accounts, and Twitter Ads. Promoted Tweets allow one's tweets to appear in the Twitter Streams or Twitter search results of specific users. Twitter is paid a flat monthly fee for as long as you're promoting a tweet. Twitter Ads uses multiple groups of tweets to accomplish a single goal for a business or personal brand. It can display your username in places other than a user's newsfeed, such as "Who to Follow" or "Trending in your area."

Another means of advertising on Twitter are Promoted Accounts. Promoted Accounts allow one to promote a profile, rather than a series of tweets, in one's target audience's newsfeeds and on the profile pages of the other accounts one cares about. First, Mr. Unsworth's team will need to pick a desired outcome for the campaign, and that would be to bring awareness to Mr. Unsworth's upstanding reputation despite the inflammatory remarks from Mr. Musk. The amount of exposure for this promoted account will depend on the daily and total budget to be used for the campaign. A higher budget would be best for this campaign to make sure the message is delivered each day, for an extended period, at set intervals. The goal with Promoted Accounts is to gain more followers. The campaign should use targeting to create an audience that will be interested in activities Mr. Unsworth wants to promote and then Twitter will suggest his account to them—in [Home Timeline](#), Who to Follow, and search results. Like Promoted Tweets, Promoted Accounts will also have the "Promoted" label so as distinguish them from typically recommended accounts.

Placing the ads in specific parts of Twitter comes down to advertisers bidding on the available ad space. Advertisers will bid against each other to have their ads shown to the audience they are targeting. The ad is then automatically entered into an auction where it will compete against other ads where [Twitter's auction](#) algorithm will compare all the ads against each other to determine which ad will be shown to the users. Mr. Unsworth's repair campaign team will need to set a budget for how much they wish to bid on the various ad spaces available on the platform.

Twitter offers several types of advertising options – promoted tweets, promoted accounts and promoted trends. The first two cost between \$.50 – \$4.00 per engagement. As one [media outlet](#) reported, Twitter Promoted Trends cost approximately \$200,000 for 24 hours. I would estimate that Mr. Unsworth would need to spend a minimum of \$1.5 million with a combination of Promoted Trends and regular Twitter advertising. A budget of this size would help ensure that Mr. Unsworth's campaign reaches a large percentage of Twitter's users who follow Mr. Musk. In addition to using Promoted Trends, Mr. Unsworth's advertising team will need to aggressively bid on ad placements from the outset to improve the odds of reaching their desired audience.

Social media giant Facebook has a user base of over 2.2 billion, so it naturally is an exploding area for businesses and persons alike to advertise. Like Twitter, Facebook has multiple means of advertising which consist of a photo, video, slideshow, carousel, collection, dynamic, lead, and a messenger ad. Mr. Unsworth's campaign can decide where to place the ads or have Facebook place them automatically. Facebook will do so based on either the daily or lifetime budget that a campaign wishes to spend and the target audience information that has been given to Facebook. Facebook charges for advertisements based on the [Costs Per Millie](#) (CPM), Costs Per Click (CPC), and Cost Per View (CPV). CPM is the price an advertiser is charged every time the ad receives 1,000 impressions. The average CPM on Facebook across all industries is \$11.20. That would come out about 1 cent per impression. However, it could be lower or higher depending on the chosen audience and the competition level for that audience. CPC is the price you pay for each click on your Facebook ad. Cost Per View charges advertisers for every view a video ad receives. Advertisers who have powerful messages and are looking to inform users on a certain topic or subject would use this type of ad. These three models should be evaluated by Mr. Unsworth's advertising team to see if they are helpful for the

repair campaign. The ads would need to be focused on making Facebook users aware of the reputation repair campaign (Mr. Unsworth's social media, the apology, and retraction from Mr. Musk, etc.) and then getting users to click away from Facebook to learn more. The average cost per click on Facebook [across all industries](#) is about \$1.86

Online

As detailed in my report, another part of the internet based portion of the reputation repair campaign Mr. Unsworth's team will need to use will be online ads on blog posts, web-based articles, web-based news platforms, and other web content. This will necessitate advertising on search engines such as Google, and also through different websites which are popular among the target audience of Mr. Unsworth's repair campaign. The price for these types of ads will depend on the ad size, location, performance and market demand. For example, an ad that takes up a majority of the upper part of the screen will cost more than an ad that is a small square in the bottom part of the screen. Performance of the ad refers to the method of online-based advertising known as pay-per-click ads. Pay-per-click ads are those where the campaign is charged when an internet user clicks on the ad. Mr. Unsworth's team will have to pay an initial fee to have the ad placed on a website based on its size and desired location. Then they are charged based on the number of clicks the ad receives. The average cost of a [pay per click ad](#) is about \$1.43 per click.

Many different services offer this type of advertising, but one of the wider-reaching ones is Google Ads. Also known as Google AdSense, it consists of a network of 3 million websites encompassing a wide array of different topics that span the Internet. These types of ads are known as display network ads where the website is trying to make money from displaying ads on websites that use Google AdSense. This would include websites such as [YouTube](#), [ehow.com](#), [TechCrunch.com](#) to name a few of millions of sites and blogs that run [ADSense](#). Search network ads show up when you search a specific term through Google Searches.

The word term consists not only of single words but phrases such as "injury attorney" or "slip and fall". The costs of the search network term are based on the popularity of the word, the amount of words that are involved, and the size of the target audience the campaign is attempting to reach. Both of these types of ads are purchased through an auction and are based on the pay-per-click model. A detailed budget will need to be developed for how much Mr. Unsworth's campaign will need to spend on online ad space. Google's auctions for ad space are based on the geographic location in which the ad will appear, the location of the ad on a particular site, and the type of industry in which this ad is targeting. Mr. Unsworth's team will set a monthly budget and an amount for their highest desired bids on a specific ad space. Compared to traditional advertising (e.g., T.V. or print), online advertising budgets can be much smaller. A small business with just one website will typically spend between \$9,000 and \$10,000 per month on advertising with an average of \$1.00 and \$2.00 per click.

Due to the impact of Mr. Musk's statements and the prominence that they had online, I would estimate that Mr. Unsworth's team will need to spend a substantial amount of money on GoogleAds as part of their online reputation management. I could envision Mr. Unsworth's team spending at least \$2,000,000 a year on the United States Google platform because that platform is used where Mr. Musk is located and also reaches more users than any of the Google platforms which are internationally focused. The team would use [Google's targeting tools](#) to match the ads with the people that they are targeting as part of the overall campaign.

I am sure that the reputation repair team Mr. Unsworth retains will develop ads that will lead an internet user to his personal website that will be created as a part of the reputation repair campaign.

Being able to control the message regarding Mr. Unsworth's personal achievements and upstanding character is key to this campaign. Developing a website is not an easy task and will take a team of various people across different disciplines for the website to be successful.

That will include hiring a team to design and run the website, a copywriter, plus domain registration of the website and a service provider to host the website. The project requirements demand high-level oversight, which means professional agencies, not consumer-level solutions such as GoDaddy. The domain registration and hosting maintenance will cost around \$5,000, but that is a one-time fee. Then there is the cost of daily website maintenance along with any updates that need to be made to the site's infrastructure. Depending on the size of the website, these costs could increase, but I estimate that it will cost at least \$75,000 to maintain and update the website. If Mr. Unsworth was to have a website in different languages that reached an international audience, the costs would go up significantly.

Multiple news-based websites in the United States posted stories regarding Mr. Musk's remarks on their sites, and those will be a focus of this campaign. Google AdSense has a network of over 3 million websites, and ads will be featured on those sites through AdSense. The campaign will likely explore placing ads on the sites that ran stories regarding Mr. Musk's tweets. As detailed in the media report, there are countless websites to consider. The price for these ads is based on a combination of ad size, location, market demand. Based on the factors that are used to calculate digital media, a minimum budget of \$1 million would allow ads to be placed in some (not all) of the digital media that published stories regarding Mr. Musk's defamatory comments.

Full Page Print Ads

The defamatory nature of Mr. Musk's statements warrants a robust reputation repair campaign that includes a corrective advertising component to counter the false statements that are online. Mr. Musk created a broad audience across the United States and the world to label Mr. Unsworth a pedophile, among other things; therefore, it will take a significant campaign to fix the damage.

Since there has been a massive amount of media coverage, including over 600 news articles, the campaign will require ads to be placed in newspapers, social media, online media as well as radio and television. Media coverage of a Musk apology in paid newspaper advertisements will garner media attention. The apology will likely appear prominently in news stories. The news stories that mention the full-page print ads can then be used by the digital repair team to displace the current harmful material regarding Mr. Unsworth. Full-page ads and the subsequent news stories regarding the public apology will be critical for the reputation repair effort for Mr. Unsworth.

As the case proceeds, a favorable outcome is likely to yield content that will be very helpful in building a positive reputation for Mr. Unsworth. For example, new articles that announce Mr. Musk has truly renounced his past claims against Mr. Unsworth and is taking out ads apologizing will create new useful content. News stories about the apology could be utilized to displace harmful content that presently populates the majority of search results.

While online use and its functions have rapidly increased over the years, the traditional news media of print, television, and radio are still essential mediums to implement into a reputation repair campaign. Print media consists of the various local and national newspapers, and also the digital versions that are offered by some of those newspapers today. Newspaper organizations will combine the circulation numbers of their physical and digital publications to give a more comprehensive figure of their total audience. Similar to websites where ad costs are based on the size and location of the ad, newspapers are the same where the more space the ad takes up, the more that the ad will cost. If an ad runs multiple times, you will pay more overall but less for each ad. Color ads compared to black & white ads also

factor into the total price. Another element of the newspaper ad pricing formula is the circulation number for that particular newspaper. The higher the circulation, the more potential there is for a higher amount of persons to see the ad. The amount of circulation factored in with the days of the week, and the section of the paper that the ad is placed in also plays an important role. Sundays are usually the most expensive day, regardless of national versus local newspapers.

Local and national newspapers use these factors in determining the rates of advertising in their respective paper. It would be my recommendation that a large focus of this campaign be full-page print ads in some of the major publications in which there were stories posted regarding Mr. Musk's remarks. This will ensure that the audiences who potentially saw Mr. Musk's statements in these various publications will then see his apology and real retraction to the defamatory comments he made. The publications in which the remarks were covered include The Washington Post, New York Times, Los Angeles Times, and San Diego Union-Tribune just to name a few. A full-page ad in the national edition of the Wall Street Journal [could run over \\$200,000](#).

The Los Angeles Times and Southern California News Group are two Southern California newspapers that I have placed ads in for clients in the last year. I am familiar with their pricing. A full-page ad in the Sunday Los Angeles Times can be purchased for \$31,154 per ad. The same ad in the Saturday paper would run \$26,480 per day. The Southern California News Group, which consists of several Southern California papers, has a daily circulation of 210,873 and a Sunday circulation of 442,319. A full-page Sunday ad costs \$31,000. The rates will be somewhat lower if you advertise on a daily schedule, but they are still in this same price range.

Based on the media coverage of this case, I believe that to run an effective reputation repair campaign for Mr. Unsworth and to place ads in some (not all) of the newspapers and magazines that repeated/published Mr. Musk's comments about Mr. Unsworth, a minimum budget of at least \$3 million will be necessary. This would allow Mr. Unsworth's team to buy ads in various publications across the country to ensure that those exposed to Mr. Musk's false claims are reached with the apology and retraction.

Television & Radio

Television ads are similar to print ads in that the market is broken down into local and national. National television spots are by far the most expensive medium for advertising regardless of the type of campaign. Television commercials themselves cost anywhere from \$50,000 to \$750,000 to write, shoot and produce. Mr. Unsworth can [expect to have to spend](#) between \$50 to upwards of \$2 million for a 30-second spot, depending on if the spot is placed on a local cable system or if the ad is run during prime time. While the cost to produce a commercial is about the same, the rates for cable television spots are somewhat less than those on basic networks. Cable television refers to those T.V. channels that one must pay a monthly cable subscription to access.

Based on current ad costs, I would estimate that Mr. Unsworth team would have to spend a minimum of two million dollars to have an effective radio and television ad campaign that is integrated into the overall campaign.

Summary of costs

Based on the amount of media coverage the false accusations, I expect that the reputation repair campaign for Mr. Unsworth will cost a substantial amount of money, as detailed below, and will comprise multiple different mediums which include social media, online, print, television, and radio.

These mediums are crucial to making sure that the target audience not only is exposed to the campaign but is influenced by it. Social Media and online are not considered the same advertising medium, as social media pertains more towards specific networks such as Twitter and Facebook, whereas online pertains more towards websites, blog posts, and other web content.

Analysis and Recommended Course of Action

My review of the information shows that the accusations made by Elon Musk completely devastated Vernon Unsworth's online reputation. The results are made up almost entirely of reports of the claims and stories about the lawsuit. No one can search "Vernon Unsworth" without being overwhelmed by content with extremely negative headlines and connotations. The campaign I am recommending will clean up and counter the pollution created by Mr. Musk's false statements. To begin to recover from this situation, I would propose a reputation program with the following elements:

- Conduct research to understand the best messages to use.
- Build owned properties (personal site, social media, profiles) that highlight Mr. Unsworth's biography, professional accomplishments, and other business or personal interests (i.e., caving, etc.)
- Promote the best content in ways that will help it outrank the negative content on an ongoing basis.
- Utilizing community-sourced content sources such as Wikidata, Wikipedia, Crunchbase, and others to ensure that factual and favorable content is seen as most relevant by the various search engines including Google.
- Highlighting positive third-party articles that the client helps identify – ensuring that these gain prominence over the negative pieces. Note that this will be an iterative process as new articles appear that can be further utilized.
- Utilize images and create video content to help ensure positive content is available and prominent.
- Attempt to identify every publication where stories of Mr. Musk's defamatory comments about Mr. Unsworth appeared and buy multiple full-page ads in each identified publication. The tailored ads crafted with the help of the research discussed in my report would appear in news outlets where the defamatory comments were repeated. The ads would have the effect of not only refuting the false story, but subsequently ensuring that the apology would appear in internet searches, and with the help of a professional digital team, show up higher in search results than the original allegations.

It is my view that an effective reputation management campaign, consistent with the tasks described herein, is necessary to mitigate the harm to reputation that naturally results from defamation. Based on my professional experience, the costs to repair Mr. Unsworth's reputation from the damage caused by Mr. Musk are estimated to a reasonable degree of professional certainty as follows:

Estimated Campaign Costs

Reputation management costs are based not only on creating and optimizing web content but moving multiple sites up in search results. Many resources will be needed for an effective reputation management campaign. I arrived at the figures in the above based on my professional experience implementing similar programs over the past 30 years in this business. It is not unusual to have reputation repair campaigns that exceed \$500,000 per month, even for a single individual. To put the costs in perspective, in 2018 Michigan State University spent over [\\$500,000 in one month](#) with a

public relations firm to simply monitor the impact on Michigan State surrounding Larry Nassar, who was convicted in the US Olympics gymnastics scandal.

Task	Estimated Cost
Strategic research	\$300,000/one time
Website creation, including registration and hosting. This does not include multiple languages	\$5,000/one time
Website updates	\$75,000/year
Newspaper Ads	\$3,000,000/year
Online Twitter Ads	\$1,500,000/year
News-based websites Ads	\$1,000,000/year
GoogleAds	\$2,000,000/year
PR Firm to implement reputation repair campaign	\$216,000/year
Television & Radio ads	\$2,000,000/year
Online Reputation Management Program Google.com in the US (English)	\$750,000/year
Online Reputation Management in Google.co.uk in London (English)	\$500,000/year
Online Reputation Management in Google.co.th in Thailand (Thai/English)	\$500,000/year
Online Reputation Management in Google.fr in France (French/English)	\$500,000/year
Online Reputation Management in Google.de in German (German/English)	\$500,000/year
Additional Locations/languages Recommended: Singapore, New Zealand, Norway, Ireland, Australia, Hong Kong, Canada, Netherlands, Denmark, Portugal, Sweden, etc.	\$500,000/year Each added location.
Creation of social media profiles and initial population	\$75,000 one-time cost per language
Note: As part of the Online Reputation Management Program Google.com, the vendor selected would be responsible for the creation of social media profiles and the population of content after the sites are created.	

The cost for the program I am recommending is a conservative estimate of costs for a comprehensive reputation repair strategy for only one year of implementation. If I were implementing this repair strategy, my advice would be that it would take at least two years to be effective and that the likely numbers would be higher than my conservative estimates.

Summary of Opinions

I offer the following opinions based on the information I reviewed, which is detailed in this report and/or referenced in the exhibits. A neutral and reasonable person would conclude from the record that the reputation of Vernon Unsworth has been harmed irreparably and that he will forever live under a cloud caused by the actions of Elon Musk.

There is obviously damage done to a reputation when negative statements are made in public about the person. However, if coverage of the negative information is more widespread—in this case because the instigator of the negative information, Elon Musk, has a large public presence and his statements are widely repeated—the damage is enhanced. The level of counter-information must be such that it matches coverage of the negative information in order to ameliorate the damage. The measures I have suggested will begin the process of ameliorating the damage done to Mr. Unsworth, and should also

include Mr. Musk publicly admitting his accusations were false and then to ensure widespread publicity attaches to his retraction because that would remove any credibility a third party might attach to his statements.

Based on my over 30 years of experience in media relations, communications, and crisis management, my professional opinions and conclusions are to a reasonable degree of professional certainty the following:

- Using his stature as a respected CEO, Mr. Musk attempted to buttress his sensational comments about Mr. Unsworth that by challenging reporters to investigate his claims.
- The false allegation that Mr. Unsworth is a pedophile and child rapists have been broadly spread across the United States and the world and have attached a strong taint of guilt to Mr. Unsworth.
- The internet provides eternal defamation, thanks to content retention. One cannot search Mr. Unsworth's name without seeing Mr. Musk's comments calling him a pedophile.
- Allegations of pedophilia, child sexual abuse, and rape carry severe consequences for the accused. Any statement accusing another person of pedophilia, sexual abuse, and rape that is, in fact, false has obvious negative consequences to one's personal and professional reputation. Mr. Unsworth chose a public recourse to clear his name and prove his innocence by bringing a lawsuit for defamation to demonstrate that Mr. Musk knowingly communicated false information.
- A traditional reputation repair strategy would involve using social media and blogs to correct the many false statements. That strategy on its own is not enough because it will not likely reach all those exposed to the allegation or be able to deliver the desired impact in correcting the record. The campaign must be supplemented with full-page ads in newspapers and ads on social media platforms with a formal apology from Mr. Musk setting the record straight. I would advocate for multiple full-page ads in each identified mainstream or online publication where the false and defamatory allegation(s) appeared or where there was news coverage of the allegations. This would also entail running radio and television ads. The tailored ads would have the effect of not only refuting the false story but subsequently increasing the likelihood that the apology would appear in internet searches, and likely higher in search results than the original allegations. I would recommend a social media program with the same messages being developed.
- Upon a verdict finding that defamation occurred, I would recommend that the campaign outlined in my report be implemented.

Conclusion

I offer the following conclusions and opinions to a reasonable certainty. The records support Mr. Unsworth's contention that his reputation has been diminished in a consequential way. A neutral and reasonable person would conclude from the record that there has been a negative impact on his reputation.

After reviewing all the documentation detailed in this report and its exhibits, it is clear that Mr. Unsworth has experienced harm both in the short and long term. As the adage goes, "The slate can

never be wiped clean.” It is my opinion that the statements made by Mr. Musk were designed to cause hatred, contempt, and reputational injury to Mr. Unsworth. The evidence I reviewed indicates to me that Mr. Musk’s actions included numerous efforts to challenge Mr. Unsworth by questioning him as a person, not on the merits of his criticisms of the submarine plan. The pushing for a journalist to publish false information about Mr. Unsworth and the tweets Mr. Musk made are prime examples of his efforts to cause public hatred, ridicule, and reputational injury to Mr. Unsworth.

The harm created by Mr. Musk’s statements are multi-fold. First, the fact that Musk has a large public presence, both via news coverage of him and his social media following, elevated the damage done. Had a person without that public presence made such statements, the coverage of the statements and subsequent damage would have been far less. Musk’s public presence, combined with the credibility he has earned over the years amongst the public and his followers, enhances the damage done by these statements.

It is my view that the award must be sufficient for Mr. Unsworth to implement a reputation repair campaign as described in my report. It is my view that Mr. Unsworth should also be compensated for the damage to his reputation. I would hope that a jury would recognize the long and detailed process that Mr. Unsworth must now undertake to vindicate his good name.

I can say from my experience that it takes time and a sustained effort for the stress, hurt, and humiliation caused by reputational damage to go away. In my professional opinion, the record supports Mr. Unsworth’s contention that his reputation was diminished in significant ways by the actions of Mr. Musk.

Noting that there may be further developments to come in this case, I reserve the right to supplement and/or amend these conclusions and opinions.



Eric W. Rose
September 10, 2019

EXHIBIT 6

To: Taylor Wilson[twilson@linwoodlaw.com]
From: Vernon Unsworth
Sent: Fri 9/27/2019 3:47:00 AM
Subject: Fw: Vern Unsworth

----- Forwarded message -----

From: William Robinson <willrobinson001@outlook.com>
To: Vernon Unsworth <vernon_unsworth@yahoo.co.uk>
Sent: Tuesday, 27 November 2018, 13:03:44 GMT
Subject: Fw: Vern Unsworth

From: Charlie Lindlar <charlie.lindlar@huffpost.com>
Sent: 27 November 2018 13:02
To: will robinson
Subject: Re: Vern Unsworth

Hey Will
Thanks for getting back to me - that's a real shame but can understand.

Charlie

On Tue, 27 Nov 2018 at 12:57, William Robinson <willrobinson001@outlook.com> wrote:

Hi Charles,

Thank you for your email.

Unfortunately we will pass this time.

Regards,
Will Robinson

From: Charlie Lindlar <charlie.lindlar@huffpost.com>
Sent: 27 November 2018 07:47:26
To: willrobinson001@outlook.com
Subject: Re: Vern Unsworth

Hi Will

Thanks for getting in touch - to be clear, we'd be hoping for a written piece from Vern, about 500 words or so? It's for an end of year project featuring characters at the centre of the biggest news stories of the year - the cave rescue feels like on one of the few genuinely good news stories of the year and our readers were all over it.

In it, we'd be hoping Vern could recall his time working on the rescue, what it was like being at the centre of the world for those days, what he learned and took away from the experience, and some of his hopes and dreams for the world in 2019? It'd be entirely in his own words, we only really edit for spelling and grammar etc, we would very much want it to be in his own voice.

In terms of a fee, unfortunately I'm not in a position to be able to offer payment, and totally understand if that changes things here.

Thanks so much for getting back to me, let me know if you think this might be something he'd be up for?

Charlie

On Tue, 27 Nov 2018 at 02:05, William Robinson <willrobinson001@outlook.com> wrote:

Hi Charlie,

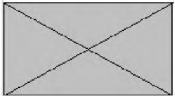
Thank you for your interest in Vern.

Vern is not doing any interviews at present, please can you be a little more specific, what questions you wish to ask, what would the fee be, and would Vern have editorial proof.

Look forward to hearing from you and we can go from there.

Regards
Will Robinson

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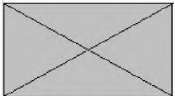


EXHIBIT 7

Chat history with Thanet
Saved on: 2019/08/10 13:16

2018/07/01(Sun)

7:34 Vern [Sticker]
7:34 Thanet [Photo]
7:37 Thanet [Photo]
7:37 Thanet [Photo]
7:37 Thanet [Photo]
7:37 Thanet [Photo]
8:05 Thanet [Photo]
8:06 Thanet [Photo]
12:17 Vern How are you doing in Phamee? VERY
12:21 Thanet Call time 3:24
12:22 Thanet [Photo]
12:22 Thanet What do you think about this map
12:24 Thanet It show the possibility flow rate of the water to the cave system. They base on information we have so far
12:30 Vern We don't know as we have never been in the cave when both streams are flowing. The passage at the downstream end of Monk's Series are considerably smaller than those in the main passage.
12:43 Thanet I see
12:43 Thanet Tomorrow we will try to push the survey to close all small sink hole on the west side of Pa Mee like you suggest
12:43 Vern [Sticker]
13:19 Thanet Ok we got green light to survey, and man power, Do you think that we can have someone that assist us
13:19 Thanet To assist us as advisor
13:19 Thanet The west side of pa mee like you suggest
15:21 Thanet Ok we got green light to survey, and man power, Do you think that you can spare someone that can assist us in the survey ?

The west side of pa mee like you suggest

15:21 Thanet [Photo]
15:22 Thanet Parameter area that our team will survey tomorrow is in red circle.
17:07 Vern My friend's British Divers get to the junction tonight. Water from Monks Series clear and water feel warmer than water from far end which is cloudy and colder. This means water in Monks Series has not travelled a long way underground?
18:00 Thanet Yes
18:00 Thanet Water from monk series is closer to recharge area on north side
18:02 Thanet Which mean it has to be recharge from close by sink hole or crack
18:05 Thanet I have my team working on the possible recharge area map on pa mee area for survey tomorrow I will send you copy when it done

2018/07/02(Mon)

1:01 Thanet [Photo]
1:01 Thanet [Photo]
1:01 Thanet Ok here it is
1:02 Thanet 1. 589,371.418 2,254,893.748 Meters
2. 589,255.662 2,254,814.373 Meters
3. 589,206.053 2,254,771.378 Meters
4. 589,030.766 2,254,774.686 Meters
5. 588,971.235 2,254,599.399 Meters
6. 589,483.866 2,254,179.372 Meters
7. 589,067.146 2,254,162.836 Meters
8. 588,743.031 2,254,083.460 Meters
9. 589,004.307 2,253,726.272 Meters
10. 588,547.900 2,253,964.398 Meters
11. 588,779.411 2,253,679.970 Meters
12. 588,759.567 2,253,613.824 Meters
13. 588,544.593 2,253,593.980 Meters
14. 589,060.532 2,253,504.683 Meters
15. 589,040.688 2,253,375.699 Meters
16. 588,640.505 2,253,250.021 Meters
17. 588,475.140 2,253,226.870 Meters
18. 589,457.407 2,254,023.929 Meters
19. 588,580.973 2,254,959.894 Meters
20. 588,653.734 2,255,095.494 Meters
21. 589,649.231 2,254,070.231 Meters
22. 589,725.299 2,254,880.519 Meters
23. 589,817.903 2,254,635.779 Meters
24. 589,900.585 2,254,314.971 Meters

25.590,161.862 2,254,460.492 Meters

26.590,201.549 2,254,629.165 Meters

27.590,304.076 2,254,288.513 Meters

28.589,976.653 2,253,954.476 Meters

1:03 Thanet We are going to survey and close sink hole area 1-5 on the west side

1:31 Vern The divers think u may be correct bigger flow of water coming from Monks Series

1:35 Thanet Can you mark that area on the map.

1:36 Thanet I will send another survey team to check it out

1:36 Vern Sorry no I mean water at the junction come in from Monks Series flow seems more than from cave end

1:38 Thanet Can you guy circle that area that you think might be the best spot for us to survey on this map ?

1:39 Thanet [Photo]

1:40 Vern As we discussed yesterday we have no idea we been trying ti find the source for over 3 years.

1:42 Thanet So is it possible that it would be on top of the mountain over the monk series area?

1:42 Vern It could be anywhere even from the Myanmar side of the area

1:44 Thanet We will do our best to find that source today

1:45 Thanet I have my team also ask local people to have them find a guy that know area around to assist us

7:59 Thanet There is rain coming on the south side on mountain range

7:59 Thanet It might be a rise in water level inside the cave

8:56 Vern British Divers already in cave system

11:47 Thanet [Photo]

11:47 Thanet [File]

11:47 Thanet [Photo]

11:47 Thanet [Photo]

13:31 Thanet Any news update on how far or what conditions or time line driver team needed to complete the task?

13:33 Thanet We did found a series of large sink hole that water go in on the west side of pamee cave system.

Our team will seal it tomorrow morning.

And another team will try to find more sink hole that water can go into monk series cave system tomorrow on east side

13:39 Vern Where is this hole we need to know. Sealing the entrance will not work the water needs to be diverted

13:41 Vern Send me GPS readings

13:42 Vern Divert the water do NOT seal the entrance as water will find another way in (exclamation)

13:42 Thanet Ok

13:42 Thanet That what we did divert it out

13:43 Thanet The local team seal it and we need to fix that

13:43 Vern Where is the entrance have you GPS

13:44 Vern It is very important that me and Rob knows where the entrance is

13:45 Thanet The team did not record gps location

13:45 Vern Why not crazy

13:45 Thanet But I will personal lead the team there again tomorrow to check and correct it

13:46 Thanet It local team which had poor equipment

13:46 Vern Then we need to be taken to the entrance of this sink

13:46 Thanet It not large they said

13:46 Thanet But series of small hole that go around rock about 100 meter

13:46 Vern They take photos

13:47 Thanet But when water rise it all gone to this area before it reach the bottom

13:47 Vern I not sure what you meaning

13:48 Thanet Let me take photo tomorrow and show it to you

13:51 Thanet How's condition inside the cave?

13:51 Vern Same as yesterday no change

13:55 Thanet I see

13:57 Vern If there is any significant sink hole found in Phamee valley area we need to know the exact location and be taken there so we can see the volume of water in that area

14:21 Thanet Sure, I will recorded the coordinate tomorrow and send it to you

2018/07/03(Tue)

1:04 Vern Now more important we find the main water sink into Monks Series.

1:04 Thanet Indeed

1:05 Thanet I will request more team to survey today to find it I will keep you update and the coordinate one we found it

1:09 Thanet Is the water still flowing into the cave from pamee and monk series area now?

1:09 Thanet Can you guy send us a clip on how fast the water flow? At least we have some idea

1:09 Vern Yes and also from the far end of the cave

1:10 Vern The flow is strong to very strong

1:10 Thanet Ok

1:10 Thanet [Photo]

1:10 Thanet [Photo]

1:10 Vern We have a window of 48 to 72 hours

1:11 Thanet This 2 area where our team will be survey this morning

1:12 Thanet I have my team put together the rainfall prediction tomorrow that give us idea of how much water will be around our cave area

1:12 Vern This not mean anything to me all I know is the Monks Series water must sink somewhere.

1:13 Thanet We will try our best to find it today
1:14 Vern Thanks
1:14 Vern [Sticker]
1:14 Thanet Sure, thank for your help too
2:23 Thanet Mr Vern we got Large amount of rain right now
2:23 Thanet Keep me update on the condition
2:23 Vern I know
2:26 Thanet Our team now on the way up to sink hole around monk series
2:39 Vern I am going to introduce u to an American Para Rescue team who may be in a position to help is that ok
2:44 Thanet Sure
2:44 Thanet Do you have their contact?
2:45 Thanet I'm on the way from saitong camp with army unit to meet another survey team at pamee
2:46 Thanet I just got done with the meeting
3:01 Thanet [File]
3:19 Thanet Prediction of rain fall for tomorrow
3:30 Vern Derek from the American Para Rescue Team says he already in touch with you from the other day?
3:31 Thanet Yes
3:31 Thanet We been communicating for couple days now
3:43 Vern Water up in cave already
3:44 Thanet How much ?
3:44 Thanet [Photo]
3:45 Thanet That record so far we had
3:48 Vern At least 10cm
3:53 Thanet and most of that coming into the monk series area right ?
3:57 Vern The cave in the far end is totally flooded so water will come through quick as a continuous flood pulse. Monks Series water is still strong.
3:58 Vern Could be 50/50 just a guess
3:58 Thanet Thank you I will report our team in the far end area that survey sink hole right now
4:01 Vern There are numerous active inlets at the far end. We call this area a Master Cave. The water here has what we call a 'water shed' means water flows both ways South and North?
4:01 Vern I think only 1 main water sink feeds Monks Series?
4:02 Thanet We still working on it I will let you know if we see any significant inlet
4:03 Vern Good Luck
4:03 Vern Today is very important
4:03 Thanet It a large area to cover I will push everything I can to get it done today
4:03 Thanet At least find sink hole that feed monk series area
4:04 Thanet Please keep me update on water condition and progress inside
4:04 Vern Stopping one main water source into the system will help enormously
4:05 Vern I will keep you updated on progress at this side
4:05 Thanet Authority is very hard to deal with I try my best to pursue them to supply us with man power to find source of water like you suggest
4:05 Thanet [Photo]
4:05 Thanet [Photo]
4:05 Thanet [Photo]
4:06 Thanet [Photo]
4:06 Vern I know what you mean crazy levels of reporting to different levels of authority
4:06 Thanet We got about 50 people from various organization now and I'm pushing them to approve more
4:07 Thanet Thank you so much I'm now on the field I will report is we found anything shortly
4:07 Vern Fingers crossed
5:31 Thanet [Photo]
5:31 Thanet [Photo]
5:32 Thanet Coordinate 884532
5:32 Thanet Have you guy check this out yet?
5:32 Thanet [Photo]
5:32 Vern Where is and is water go in
5:32 Thanet [Photo]
5:32 Vern Gps
5:33 Vern Not a lot of water go in?
5:34 Thanet [Photo]
5:34 Thanet The whole steam is diapers into the mountain side same with with cave system
5:34 Thanet Right now it 30% are going on
5:34 Thanet In
5:35 Thanet What u want me to do ?
5:35 Vern We need GPS or UTM latitude and longitude
5:35 Thanet UTM 47Q88532
5:36 Thanet Do you need more detail ?
5:36 Vern UTM 47Q88532
5:37 Vern Seems not enough numbers
5:38 Vern Do u mean Utm 47Q874532

5:38 Vern [Photo]
5:38 Thanet [Photo]
5:38 Vern Example 2 readings
5:38 Thanet [Photo]
5:40 Vern Send us photo of your GPS reading
5:40 Vern 2 readings
5:40 Thanet I just did
5:41 Vern 47Q ??????
5:41 Thanet [Photo]
5:41 Thanet [Photo]
5:41 Vern [Sticker]
5:42 Thanet [Photo]
5:42 Thanet We divert it away from sink hole area
5:42 Thanet Is this correct way to do it ?
5:46 Vern Yes
5:46 Vern We are trying to check the coordinates
5:47 Thanet Or we can do the pipe
5:47 Vern Check it not sink further down
5:47 Thanet Divert it away on pipe line
5:47 Vern [Sticker]
5:47 Thanet Yes it is
5:48 Thanet Which way u recommend ?
5:48 Thanet [Photo]
5:48 Thanet We can divert it by pipe like this we do have spare pipe
5:48 Thanet [Photo]
5:49 Thanet If pipe line is better we will arrange the pipe and start right away
5:50 Thanet Around 40 meter of area is consisting of sink hole where water disappear into the ground on the right side which is the cave area
5:50 Vern Divert by pipe and check it not sink further down
5:50 Thanet Have you guy check out this place yet ?
5:50 Vern Great
5:51 Thanet Seem like it really close to the cave junction
5:51 Vern Not yet we in meeting with Thai Navy Seals and American Para Team
5:51 Thanet Water could go in to system it has a large crack on rock formation and a open hole I can hears the wind coming out
5:52 Vern That sounds very good
5:53 Thanet Then We will have some my team start the work right way while waiting for approval supply of pipe system then
5:53 Vern Concentrate on divert the water and we check coordinates soon
5:53 Thanet So I can move to other area where it need survey I'm with a team of local guide
5:54 Vern Yes
5:57 Thanet I will keep you update if we see anything else
5:58 Vern [Sticker]
6:34 Thanet We found another major sink hole close by
6:35 Thanet [Photo]
6:35 Thanet [Photo]
6:35 Thanet [Photo]
6:35 Thanet All water from 40% of the valley go inside tho here when it rain
6:45 Thanet [Photo]
6:45 Thanet [Photo]
6:45 Thanet [Photo]
7:01 Thanet [Photo]
7:02 Thanet Ok we Didn't get approve for pipe
7:02 Thanet So this would do
7:02 Thanet [Photo]
7:03 Thanet [Photo]
7:11 Vern Is water sink here and has it been diverted
7:13 Vern We try to put coordinates onto kmz file mao
7:13 Vern Map
7:14 Vern If no pipe it look ok what u do. I will try to get to the area
7:24 Vern Is the area near the police check point in Phamee?
7:28 Thanet I have no idea
7:28 Thanet Let me ask the team
7:28 Vern Ok
7:28 Thanet We found another small sink hole
7:29 Thanet Another team is working on diverting it
7:29 Vern Seems numerous sink holes in the area
7:30 Thanet We gonna try to get approve d for pipe it will be easier
7:30 Thanet [Photo]
7:31 Thanet [Photo]
7:31 Thanet [Photo]

7:46 Vern Is it possible for you to put the coordinates onto a map of the Phamee area. I do not have my laptop to use Google Earth thanks Vern

7:46 Thanet Don't worry about us we will walk all the way and do our best to reduce recharge rate

7:46 Thanet I will have my team try our best to seal it along the way

7:46 Vern [Photo]

7:47 Thanet Yes I have my team put all coordinate together as a map and send it to you once we done tonight

7:47 Thanet [Photo]

7:47 Vern Hopefully if the water is part of the Monks Series water we will see a drop in water levels within Tham Luang

7:48 Thanet Hopefully

7:48 Vern [Sticker]

7:50 Thanet Earlier those sink hole closer to cave junction area

7:51 Thanet Now we are follow our map on route to monk series area

7:51 Thanet And the west side of the cave

7:51 Vern Ok much appreciate your help.

7:52 Thanet What Color of the water running down from monk series section ?

7:52 Thanet Sure, we doing our best ♦

7:53 Vern Reasonably clear compared to water coming from far end of cave which is murky/brown

8:05 Thanet These small sink hole had layer of sand on top of it

8:05 Thanet Most of them

8:07 Thanet This could be act as a filter when water get thou

8:07 Vern Ok good to know

8:08 Vern Next year I will take u into the cave show you from inside if you think u want to do

8:13 Thanet Thank you

8:29 Thanet [Video]

8:33 Thanet Our team report another sink hole on the north side, we will go check it out shortly

8:47 Thanet Ok we did saw some improvement at the middle section of the steam

8:47 Thanet Which mean this steam is now keep flowing because of those small sink hole that we divert it

8:47 Thanet [Video]

10:25 Vern This is all very interesting

12:34 Thanet Any update on the water level and progress of the recuse?

12:34 Thanet I and my team just came out from Forrest

12:37 Vern Water levels same. Rescue still in planning stages

12:38 Vern Thanks for your valuable help today

12:38 Thanet There is more small sink hole we can't complete today

12:38 Thanet We will be back tomorrow with the team I think these small sink hole play major roll on water entering the cave

12:39 Vern No problem maybe over next days.

12:39 Vern Let me know your location in the morning

12:39 Vern [Sticker]

12:39 Thanet Do you have timeline of how long they need in there ?

12:40 Vern Not at the moment. There is many things to consider how we get them out safely

12:40 Thanet We did full survey the steam on the west side

12:41 Thanet I will send you the map with percentage of water that recharge thou small sink hole each location along the route

12:41 Thanet May be next 2 day?

12:43 Vern Great excellent thanks very much

12:44 Thanet You welcome and thank you too

12:45 Vern We big family join together

12:56 Thanet [Sticker]

17:12 Thanet My team just done with rain fall report for Tomorrow

17:12 Thanet [Photo]

17:12 Thanet 1-4 millimeters the whole area and recharge area from Myanmar side

17:12 Thanet It gonna be a huge rise in water level inside the cave

17:12 Thanet Just tell the team to be careful

2018/07/04(Wed)

24:15 Thanet [Photo]

24:16 Thanet That our map we did survey yesterday, series of small sink hole along the stream on the west side of mountain

24:16 Thanet We did divert the first 3 green point from the south side of the stream

24:16 Thanet Yesterday

24:17 Thanet I will have my team put together the map in details of this survey a little better today

1:16 Vern Amazing work from your team.

1:17 Vern If got GPS and UTM points even better

1:17 Thanet Thank you

1:17 Thanet We did have it, just need to put together with the map in details

1:18 Thanet If you guy got green light on the recuse mission please let me know

1:18 Vern Hope it not rain too much big push inside the cave today with divers

1:18 Thanet So we can plan our work accordingly,

1:19 Thanet So are they going to take out the kid today?

1:20 Thanet Some sources said they will have them stay there for the rest of the raining season

1:20 Vern The Thai Navy Seals have been working through the night staging oxygen tanks at points along the route towards where the children are. Hopefully today they will get into a position where we will start to dive them out (exclamation)

1:21 Thanet Great

1:22 Thanet Please keep me update :)

1:26 Vern [Sticker]

3:09 Thanet Missed

3:10 Thanet Do you have any survey or map of sai tong

3:10 Thanet Cave

3:11 Thanet Our general asking see if we have it

3:57 Vern Thank Said Thing cave is the Lower Cave series to Tham Luang. It has no effect on the water levels in Tham Luang main cave at the far end or in Monks Series

3:57 Vern I will locate survey and send

3:57 Vern What is your email

3:58 Thanet thanetnatisri@gmail.com

3:58 Thanet Thank, yes I know. He just wanted to see the map ha ha

3:59 Thanet I don't know what he gonna do with it

3:59 Thanet We are up here ready to finish the rest of our work on divert water along sink hole

4:00 Vern I will locate and send with some information

4:00 Thanet Thank you

4:01 Vern Most people not understand how water and flood waters affect caves

4:01 Thanet True

5:04 Vern Sent u an email

5:11 Thanet Thank

5:12 Thanet It's dead end right

5:24 Vern Boulders restrict the way on but we making progress to join not a dead end in caving terms we will eventually join

5:24 Thanet I see

5:25 Thanet Sai tong cave system right?

5:25 Thanet Will to join the junction or pataya beach area?

5:25 Thanet Will it join

5:26 Vern Both ends Tham Lake and Tham Said Thong

5:26 Vern Will to join the junction or pataya beach area?

5:26 Vern Not join to this area because it the LOWER series

5:27 Vern I can only explain better when show you the whole survey

5:27 Thanet The other team they said they enter the sai tong cave and now they at 1.5 km in

5:27 Thanet Ok

5:27 Thanet I will pass on the info to them

5:28 Vern Thank Said Thong only 1km long they cannot have gone 1.5km not possible

5:28 Vern Many people in this whole rescue have exaggerated distances

5:30 Vern Tham Sai Thong from entrance to boulder choke 1km (exclamation)

5:31 Vern They will not get any further as water will flood the boulder choke area from Tham Luang/Tham Lak

5:32 Vern They do not understand the cave and hydrology

5:38 Thanet I see

5:38 Thanet Thank for the information, I will relay it to the team there

5:40 Thanet The general order them to push thou ha ha

5:40 Vern Crazy

5:40 Vern It not going to achieve anything waste of manpower

5:41 Thanet You know these hard head soldier sometime it hard to talk to them to made sense of anything.

5:41 Vern I know I have learned much over 11days

5:41 Thanet I was lucky to have them agreed with me and supply me with man power to find sink hole

5:42 Vern If water rises they can easily get trapped in Tham Sai Thong (exclamation)

5:43 Thanet Ok

5:43 Vern It's a fruitless exercise

5:44 Vern If I think Than Said Thong help in anyway I would have said already

5:44 Vern Thank Sai Thong

5:45 Vern Tham Sai Thong

5:45 Vern [Sticker]

5:46 Thanet Thank for the info

5:46 Thanet I will tell them right away

5:49 Vern Do you need me to go to Than Sai Thong and discuss with them

5:59 Thanet No that ok

5:59 Thanet The general is hard head

5:59 Thanet He won't listen to anyone, if he had his mind set

6:00 Vern [Sticker]

6:00 Thanet We are at pa mee area

6:00 Vern [Sticker]

6:00 Thanet Diverting these small sink hole

6:01 Vern [Sticker]

6:01 Thanet I got 30 people with me now with all tool we need to complete the task

6:01 Vern Fantastic

6:02 Thanet Let hope this will help reduce the water go into the cave a little
6:03 Vern Better using manpower in Phamee than Tham Sai Thong (exclamation)
6:04 Thanet We got 400 people up here in the army unit that responsible this panmee
6:04 Thanet But no one pay attention to these sink hole and water go into the cave
6:05 Thanet They only focus on find the hole for rescues and drilling
7:03 Vern [Sticker]
7:04 Vern Drilling will not work American Para Rescue already say it will not be possible
7:05 Vern Stopping water going into Monks Series would significantly lower water levels from the junction to the entrance
8:41 Vern The water levels have dropped by over 12 inches fantastic
8:42 Vern We don't have any information if the water flow from Monks Series has affected the system but any water you can divert may be helping
8:52 Thanet Cool
8:53 Thanet It mean it working
8:53 Thanet [Sticker]
8:54 Vern Not sure but the water levels have dropped
8:54 Thanet Is it sharp drops recently ?
8:54 Thanet From last night ?
8:54 Vern Cannot confirm if the water flow has been reduced from Monks Series
8:55 Vern Yes significant drop since last night
8:57 Thanet There are some sink hole we divert from around junction area around 3-5 pm yesterday
8:57 Thanet We did see significant drop like I send you photo
8:57 Thanet I think that one play major
8:58 Thanet We will continue to finish the work today
8:59 Thanet We got 2 hole done today
8:59 Vern Rick and John are on way to take food to the children. Should return at approximately 11 o'clock tonight
9:01 Vern If your hard work has worked it will hopefully and significantly affect the water flow into the system
9:01 Vern [Sticker]
9:01 Vern [Sticker]
9:02 Vern Which sink was taking the most water?
9:03 Thanet I'm still need to take time and calculate the flow rate I will send it to you tonight
9:04 Vern [Sticker]
9:28 Thanet Keep me update on the water level condition
9:28 Thanet And when you guy about to take out the kid
9:29 Vern I will be going back in at around 9pm
9:29 Thanet I see
9:29 Thanet So rescues operation is not gonna be today right
9:29 Vern Rick and John due out about 10pm maybe 11pm
9:30 Vern Not today Thai Navy Seals struggling in unfamiliar water conditions
9:37 Thanet I see
9:38 Thanet It's mean we got to keep stop water from getting in
9:40 Vern Any water you can stop go in is a result
9:43 Thanet Ok
13:34 Thanet [Photo]
13:34 Thanet [Photo]
13:35 Thanet We just got done with divert 2 sink hole
13:51 Vern This looks amazing need gps
13:53 Vern I will be going back into the cave around 9.30. sumps 1 and 2 now gone. Water levels continuing to drop. Wait for Rick and John to return so they can update on conditions.
13:53 Vern [Sticker]
13:53 Vern [Sticker]
13:58 Thanet You guy should see a continue dropping on water level
13:58 Thanet We did close major sink hole today
13:58 Thanet [Photo]
13:58 Thanet [Photo]
13:59 Thanet And we trying to find the way out now haha
14:03 Vern Need to know gps for the major sink. They should be out after 10pm I will let you know what they report
14:30 Vern It's very likely your hard work is paying dividends
14:30 Vern [Sticker]
17:44 Thanet Thank you

2018/07/05(Thu)

1:13 Vern [Sticker]
1:14 Vern I am looking at going to Phamee have u any gps points or approximate locations of the Major Sinks
1:14 Vern [Sticker]
1:15 Vern No significant change in diving conditions reported by Rick and John
3:24 Thanet I see
3:24 Thanet We are going up there to check on a few location
3:24 Thanet Today
3:24 Thanet I will keep you update

3:25 Thanet Any update of progress on rescues ?
3:25 Thanet There is possible storm on Saturday
3:34 Vern I need Gps points this is very important
3:44 Thanet sure, I will send you soon as my team is done
3:45 Thanet is the water level on chamber 3 lower?
3:45 Thanet before we get into the junction
3:45 Vern Contact Josh Morris of Thailand Climbing based in Chiang Mai. He is in the Phamee area and has a strong team who can cave and climb
3:45 Vern 089 429 0575
3:46 Vern Contact Josh Morris of Thailand Climbing based in Chiang Mai. He is in the Phamee area and has a strong team who can cave and climb
3:46 Thanet Is it possible for you guy to providing us with the reading on water level when you guy got a chance ?
3:46 Thanet Thank you,
3:48 Thanet if we can keep tracking water level in chamber 3 area, it would be nice. I can do better recored of water level condition on the whole system
3:53 Thanet Will they planing the recuse today? , i think we might have some rain coming
3:53 Vern I will when I get gps points as we don't know if the sinks are having an effect and if they are in the right area (exclamation)
3:53 Thanet on saturday
3:53 Vern Too late sorry
3:54 Vern Call Josh Morris on the number above
3:54 Thanet ok
3:55 Vern Jmothailand
3:55 Vern Josh Morris Line ID
3:56 Vern He on his way to Phamee now he good guy and got a good strong team very useful for you
3:57 Vern What is number and line ID
3:58 Thanet 097 9249545
3:58 Thanet that my guy number
3:59 Thanet we are about to leave our camp in saitong there
3:59 Vern This year number
3:59 Vern What is your LINE ID
4:00 Vern This your number
4:00 Vern 097 9249545
4:02 Thanet ok, i just talk to him
4:03 Vern [Sticker]
4:03 Thanet we gonna meet at coffee shop 71 on pamee
4:03 Thanet any update on recuse timeline? will we try to attempt today?
4:03 Vern Gafe aroi
4:04 Thanet ha ha, good view too
4:04 Vern We in briefing with American Para and Thai Navy
4:04 Vern Susy mak
4:04 Vern Suay mak
4:04 Thanet cool, please let know the update plan
4:05 Vern Two other British cave divers on way over
4:05 Vern Chris Jewel and Jason Mallinder
4:05 Thanet after this operation, we should meet at this coffee shop, my team would be very happy to take photo with you
4:05 Vern Top cave divers
4:05 Thanet great
4:06 Vern [Sticker]
4:07 Thanet after this, I would go down and survey the end of cave area, to find possible sink hole
4:07 Vern Good idea
4:08 Vern People are learning every day
4:08 Thanet it might help a little, at least it the best thing we could do now, much better than other un important stuff. is to find where water get into the cave system
4:08 Vern Caves can be beautiful but can change to be frightening very quickly
4:09 Vern Yes I agree
4:09 Thanet ok, i will heading out now and, Please keep me update on the rescuse mission
4:10 Thanet and it would be great if you can ask driver to provide us with water level on chamber 3
4:10 Vern A team was sent into Tham Sai Thong yesterday because a Army General demanded they do. Waste of manpower and resources crazy
4:10 Thanet yeah ha ha
4:10 Vern I will get information on chamber 3 for you
4:11 Vern I told them 3 times Tham Sai Thong not affect water in Tham Luang
4:12 Vern They not understand and not take any notice of what I saying
4:12 Vern [Sticker]
4:24 Thanet [Sticker]
4:24 Thanet Let focus on finding water from these stream that might enter the cave
4:26 Thanet Nam Dan stream is still running clear, and that why we decide to survey it
6:27 Vern [Photo]
6:27 Vern [Photo]

6:27 Vern [Photo]
6:27 Vern You know about this cave South side
6:53 Thanet Don't go there
6:53 Thanet It dead end
6:54 Vern Ok thanks
6:55 Vern Many soldiers up here in Tham Luang talk about this (exclamation)
6:55 Thanet My guide is first person go in there
6:55 Vern Josh also tell me about this also
6:56 Thanet What a waste of time Re resource
6:56 Vern [Sticker]
6:58 Vern I went up to the same area 4 days ago they want me to look at cave. It go down 10 metres finish crazy waste of time and energy over 5 hours walking
6:58 Thanet [Photo]
6:59 Thanet My guy went in there on 26 th
7:03 Vern It's now 5th July crazy
7:03 Vern To many secrets (exclamation)
10:56 Thanet Yes, and bad central communication work
11:01 Vern [Sticker]
14:38 Thanet Do you think that if we hired professional British driver team it would be better to use Thai Navy seal
14:41 Thanet My commander ask, they willing to listen to your opinion
14:48 Vern Two other British divers arrived tonight Chris Jewel and Jason Mallinder.
14:49 Vern Thai Navy Seals not helping the situation
14:49 Vern We have Embassy officials here now to try help
14:50 Vern Hopefully we can get them to listen but not easy
14:50 Thanet Yes, I spoke to Josh today and his story on navy seal situation match our sources on my commander too
14:50 Thanet We do think the same way
14:51 Vern Two other divers arriving from Australia in the morning
14:51 Vern [Sticker]
14:51 Thanet Great
14:52 Thanet Will they got approve to join the diving rescues
14:52 Thanet My commander said Thai navy seal is control all suitation and they the one calling the shot
14:54 Thanet So our commander have persuade other commander who willing to join the idea
14:54 Vern The Thai Navy Seals have effectively given up
14:55 Vern Don't do anything for the moment as Embassy officials are trying to deal with the situation?
14:55 Thanet They would like to know if we let you guy driver completely take over and calling the shot on rescues ?
14:56 Vern This may have to happen (exclamation)
14:56 Thanet Ok sure, please know that we backing you guy on the diving decision
14:56 Vern [Sticker]
14:56 Thanet Many commander on our side now, so let me know if you want us to push
14:57 Thanet Far as you can get diver who can do the job, we will take care the rest
14:57 Vern The American and Australia teams also agree same only the Thai Navy Seals not agree
14:58 Vern It a very delicate situation politically
14:59 Thanet This is so crazy
15:00 Thanet Indeed. But if commanders, press is pushing them, they will have to listen to us

2018/07/06(Fri)

1:33 Thanet Hi Vern
1:34 Thanet My commander ask me that he heard from the inside, that one of the diver die from accident ?
1:34 Thanet He ask if that is true ?
1:57 Vern We think it American or Australian support diver not confirmed at the moment

2018/07/07(Sat)

11:59 Vern In meeting (sorry)
11:59 Thanet Hey Vern, we have engineer here from space x that need to talk to person that know the cave well
12:00 Thanet Oh ok, can you let me know when you are done, we are down here by US base cave site
12:00 Thanet Driver area, where American are

2018/07/08(Sun)

4:19 Thanet [Photo]
4:19 Thanet [Photo]
4:19 Thanet [Photo]
4:19 Thanet [Photo]
4:19 Thanet I have my team update these prediction hourly
4:20 Thanet Have you talks to UK driver last night ? How is the water condition?
4:30 Vern They gone in already I will go in 1 hour
4:36 Thanet Ok keep me posted
14:46 Vern 4 out of 4 alive and doing remarkable well
14:48 Thanet Great !!!
14:48 Thanet All our effort is paid off so far

14:52 Vern Amazing work Amazing result
14:55 Thanet [Photo]

2018/07/09(Mon)

2:01 Thanet [Photo]
2:01 Thanet [Photo]
2:21 Thanet [Photo]
2:21 Thanet [Photo]
3:40 Thanet [Photo]
4:27 Thanet [Photo]
5:42 Thanet [Photo]
5:42 Thanet [Photo]
11:19 Thanet [Photo]
14:15 Vern Another 4 out today safe and well
14:15 Vern Water levels down slightly even after last night's rain
18:44 Thanet [Sticker]

2018/07/10(Tue)

4:56 Thanet [Photo]
4:56 Thanet [Photo]

2018/07/14(Sat)

10:26 Thanet Hi mr Vern
Thank you for all your help and information during the rescues operation, without you we wouldn't be able to pull this off. And I'm glad that we all did it without any casualty, and it turn out good

It was a honor to working with you and everyone in the international team. Even the front of screen it a difference story, but we all know what we did and made this happens.

Without your information you provide me from UK diver, these kid might still be trap in the cave.

Again thank you for everything, I hope we will have a chance to meet again in the future

10:27 Vern Hi Tenet
10:27 Vern It was a pleasure to meet you and your team fantastic help
10:28 Thanet Thank you.
10:28 Vern I am back in Thailand from 5th September so hopefully we can meet up again and share our experiences together
10:28 Vern I leave on 19
10:29 Thanet Great, I'm leaving Thailand to US on The 18
10:29 Vern How long you be in USA
10:30 Thanet I'm living there, I just came to here to help with government work
10:30 Vern Josh Morris of Thailand Climbing leaves tonight for the US
10:30 Thanet Oh great
10:31 Thanet Remember The colonel the one that help us stage the cope to turn the decision ?
10:31 Vern Josh made the crucial contact
10:32 Thanet He help pass on our information to the head of security of the prime minister and that when the minister of interior step in to listen to us
10:33 Thanet And I and josh were talking to him and he agreed to our rescues plan
10:33 Vern Sometimes not what you know but who you know !!!
10:34 Thanet Any way that colonel that help us push this decision is now got in trouble which is sadly
10:34 Vern Why
10:34 Thanet But he said he happy for what he did, the kid is safe that all that matter
10:35 Thanet Because he not suppose to reach out to the higher people. But he did it because the governor still won't listen to us
10:35 Vern I have passed this message onto Josh he will be shocked at this
10:36 Thanet It a chain of command thing, even you do what is right, it sometime come with consequences
10:37 Thanet That ok, the colonel don't want to have anymore trouble
10:37 Vern I know I learned s lot about reporting procedures (crazy)
10:38 Thanet He just let me know that all. He accept it and made peace with it
10:38 Vern I had problems with the Governor of Chiang Rai
10:38 Vern Ok I understand
10:38 Vern Sometimes life not fair
10:39 Thanet True
10:39 Thanet You know the government sign agreement to made movie
10:39 Thanet And I was thinking that we all should write our part on what really happens
10:39 Vern Not surprised what they do
10:40 Thanet May be in the future the true will come out eventually
10:40 Vern If you write in USA you be ok. If I write in Thailand not ok 555
10:41 Thanet So this operation will be a lesson learned for everyone,
10:41 Thanet Ha ha
10:42 Vern A great ending but could have been much different if certain people not listen

10:42 Thanet Josh gonna start write his part and so I'm, and the colonel will also write what he remember as well and I will try to get US team to write it too
10:42 Vern To many chiefs trying to feather there own nest
10:42 Thanet You are right
10:43 Vern US Para great team
10:43 Thanet I think the movie that Thai government will made it gonna be a propaganda one 5555
10:44 Vern More than likely not anything like what really happened 555
10:44 Thanet The governor is not happy that we step over his authority
10:45 Vern He not like me but I not care. He now move to Phayao 555
10:45 Vern They push him out
10:45 Thanet To have minister of interior step in and calling the shot that night
10:45 Vern [Sticker]
10:45 Thanet 55555 that great new
10:45 Vern Minister of Interior is fine with me
10:46 Thanet Yes he is cool guy, without him, the plan might still be governor plan which have the kid wait inside the cave now
10:47 Vern The kids would have all died by now (exclamation)
10:48 Thanet And without the colonel help push the politic side. this rescues won't happens, sadly he got trouble
10:48 Thanet Yes!!
10:51 Vern [Sticker]
10:52 Vern Feel sad for the Colonel
10:52 Thanet Yeah, but if we try to help it only gonna get worst
10:53 Vern I know
10:53 Thanet Army had this chain of command thing
10:56 Thanet <https://www.facebook.com/cnninternational/videos/10156536673899641/>
10:56 Thanet I just saw this interview 5555
10:56 Vern [Sticker]
10:57 Thanet You are very straight forward person.
10:57 Thanet I like it 555
10:57 Vern I say what I believe no bullshit 555
10:58 Vern Sometimes people not like but better to be straight
10:58 Thanet Yes,
10:58 Thanet I agreed

2018/07/15(Sun)

9:12 Thanet [Photo]
9:13 Thanet [Photo]
9:13 Thanet It starting
9:13 Thanet The Thai government start blocking some interview from our team
9:13 Vern [Photo]
9:13 Thanet Wow great !!!
9:14 Thanet How are they?
9:14 Vern Strong Healthy the Happy
9:14 Thanet I would love to be there to see them too ha ha
9:14 Thanet Good news
9:16 Vern I now know how far they ventured into TL and the chain of events. Sam Yek was the first area where they knew there exit was blocked.
9:17 Thanet I see
9:18 Thanet Please write the event down for me, I would love to read it, their story would be wonderful
9:22 Vern I will get some notes together
9:22 Vern [Sticker]
9:22 Thanet [Sticker]
9:22 Thanet Thank you
9:23 Vern No problem my friend
9:23 Thanet [Sticker]
9:23 Thanet I still can't believed they blocking some interview form us
9:24 Thanet This is crazy
9:24 Vern Does not surprise me
9:31 Thanet Can I share your Photo with the kids?
9:34 Vern I don't think it will cause any problems as they have been seen on TV media
9:39 Thanet Ok thank you

2018/07/17(Tue)

1:39 Vern [Photo]
1:39 Vern [Photo]
2:13 Vern Access already been restricted
3:17 Thanet Wow
3:21 Vern [Photo]
3:22 Vern [Sticker]
3:30 Thanet 555555

3:30 Thanet That is so funny
3:30 Thanet You did said the true
3:32 Vern People around the world now really know what this guy is all about
4:01 Thanet [Sticker]

2018/07/24(Tue)

15:50 Thanet Hi mr.Vern
Are you invited to attend the party at the royal palace in Thailand?

I see the government is having a big party on 1 August for all those involved

21:42 Vern Hi Thanet unfortunately I am now in the UK. Hope you are well. Regards Vern

2018/07/28(Sat)

15:41 Thanet Thank Mr.Vern. Hope you guy have a wonderful time there as well
15:42 Vern The big party cancelled because rescue teams in Laos help with floods (exclamation)
15:44 Vern [Photo]
15:45 Thanet Oh really.
15:45 Vern Sam Yek area 26 June
15:45 Thanet Wow
15:46 Thanet The passage look so small
15:46 Thanet Now I can see why the mini- submarine from Elon musk won't work
15:50 Vern [Sticker]
15:51 Vern This area is big compared to some other areas of the route
16:10 Thanet Wow
16:11 Thanet How was the ceremonial in U.K. with the prime minister ?
16:29 Vern [Photo]
16:29 Vern [Sticker]
20:50 Thanet Great picture, did you choose that shirt or was it your wife choose it ?
20:52 Vern I chose coz Prime Minister Prayut give me (exclamation)
21:21 Thanet 5555
21:21 Thanet Great choice, you got all hearts of Thai people

2018/07/30(Mon)

15:37 Thanet [Video]
15:38 Thanet My story and the water team
18:26 Vern Brilliant look forward to the next installment. The man power and energy levels just incredible.
20:00 Thanet [Sticker]

2018/08/01(Wed)

6:16 Vern Maesai area
6:16 Vern [Video]
6:19 Vern And they wanted to leave the KIDS in TL for 3 or 4 month's I don't think so (exclamation)
6:21 Vern And they wanted to leave the KIDS in TL for 3 or 4 month's I don't think so (exclamation)
6:32 Vern The water alone in the entrance chamber will be over 3metres deep (exclamation)
6:43 Thanet Yes
6:44 Thanet I got photo from the colonel
8:24 Thanet [Video]
8:24 Thanet Flooding in maesai road to near our cave base camp
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Video]
8:24 Thanet [Photo]
8:24 Thanet [Video]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:24 Thanet [Photo]
8:50 Vern The first part of the video is in Ban Phong just before the police check point
8:50 Vern What is it like in Tham Luang (exclamation)
8:52 Thanet The water is drop now he said
8:52 Thanet It was just a rapid flash flood
9:00 Vern This is what happens in TL but no one understands (exclamation)
9:01 Vern Next year I will find the source of water come into Monks Series and also water in the Master Cave at the far end
9:01 Thanet Yeah, it was funny that they want to keep the kid there and they thought we would stand a chance against the water and rain
9:02 Thanet We all know that we stand no chance

9:03 Vern You cannot fight flood waters or white waters
9:03 Vern Little chance and NO CHANCE
9:04 Thanet Yep
9:04 Thanet I was so surprise Governor didn't know this
9:05 Thanet Or pretending to not know ?
9:15 Vern Didn't want to know
9:21 Thanet I wonder how did he got 4 degree on engineering
9:21 Vern [Sticker]
9:22 Thanet [Photo]
9:22 Thanet [Photo]
9:22 Thanet Well we did the interviews with Matt from ABC
9:23 Vern A lot of wrong information flying around
9:23 Thanet And we told him everything like most of us do , I'm glad that colonel agreed to speak
9:24 Thanet Yes, we need to get it right.
9:26 Vern Too many Thai Style Story Telling
9:27 Thanet Yes
9:27 Thanet Most of it, is all made up 555
9:31 Vern One guy in an interview said he had descended a shaft from the top of the mountain for 800 metres and another had gone into Tham Sai Thong for 4km. Dream on (exclamation)
11:19 Vern General of natural park have to move or change
11:38 Vern หัวหน้าอุทยานแห่งชาติโยกย้าย
11:38 Vern Park chiefs are migrated
19:51 Thanet 5555

2018/08/02(Thu)

5:59 Thanet Vern
5:59 Thanet There is a guy name Matt Guttman
5:59 Vern I have spoken with him
5:59 Vern [Sticker]
5:59 Thanet From ABC news he is going to write a book about cave rescue
6:00 Thanet He contact me the other days and he said he interviews most of Us already
6:00 Vern I have spoken to him already
6:00 Thanet Do you think we should give him all pictures and information ?
6:00 Thanet What do you think about him ?
6:00 Vern I have already
6:01 Thanet Ah I see,
6:01 Vern And put him right on wrong information going around
6:01 Thanet He seem like a nice guy
6:01 Vern [Sticker]
6:01 Thanet So we should help him out with a book then
6:01 Vern Unusual for a reporter 555
6:02 Thanet Yes!
6:02 Vern I think so a book is very different to a newspaper or movie
6:02 Thanet Ok,
6:03 Vern He just needs people to tell him what really happened
6:03 Thanet I bet it gonna turn out good
6:03 Thanet Since we all give him real insight info
6:03 Vern I get on well with him
6:04 Thanet Cool yeah I have him interview with colonel as well
6:04 Thanet [Photo]
6:04 Thanet [Photo]
6:04 Thanet And the captains on army unit 37
6:04 Vern Where interviews take place
6:05 Thanet On the phone
6:05 Thanet Using line account do multiple video call
6:05 Vern I sent him photos also
6:05 Thanet When did you went inside the cave ?
6:06 Thanet Did you see writing on the wall on junction?
6:06 Vern Connection here not brilliant
6:08 Vern Hidden City or Underwater City is Voute Basse on the survey
6:09 Thanet My caption said the day he went in before the cave flooded he found writing
6:09 Thanet With the kids name on it
6:09 Vern He asked me where Hidden City or Underwater City was
6:10 Thanet Ah
6:10 Vern This is at Voute Bassett and no one got to here on the rescue
6:11 Vern No names of children anywhere (exclamation)
6:11 Thanet I see
6:11 Vern I don't like people who write on cave walls
6:11 Vern [Sticker]

6:12 Thanet [Photo]
6:12 Thanet [Photo]
6:12 Thanet [Photo]
6:12 Thanet 24 June around 11pm
6:12 Vern The children actually got to Voute Basse
6:12 Thanet My captains take these photo before they got out
6:13 Thanet Seem like some one wrote name
6:13 Vern Whose name and where
6:14 Vern Can only be between the entrance and Sam Yek
7:43 Thanet Sam yek
8:37 Vern The Junction
8:37 Vern Sam Yek means 3 ways
8:38 Thanet Caption said Sam yek
8:38 Thanet On June 24 at 11 pm
8:39 Thanet He said it spell like the Kids name
8:39 Vern [Photo]
8:39 Vern Could be anyone's name !!!
8:39 Thanet Yes indeed
8:39 Thanet So hard to tell
8:40 Vern Indeed
8:40 Thanet I wonder if the name still there after the flood
8:40 Vern I very much doubt it
8:41 Thanet Who made the map?
8:42 Vern Josh Morris with help from me and Rick Stanton. Done for the King
8:42 Thanet Great
8:42 Thanet That is wonderful
8:42 Vern [Photo]
8:43 Vern We get information correct no stories (exclamation)
8:45 Thanet Nice!!
8:45 Thanet Great job guy
8:46 Thanet Finally it done right
8:46 Thanet So basically according to this map Thai navy seal didn't dive rescues
8:47 Thanet But transport the kids between chamber 3 to the entrance?
8:54 Vern Correct 100%
8:56 Vern They helped transport from Chamber 3 to Chamber 2 then from the main stream way after the Big Chamber.
8:57 Thanet I see
8:57 Vern Not between Chamber 2 to the big chamber. This was done by others and 2 zip lines
8:57 Thanet Wow
8:58 Thanet The press understood that Navy seal did join the dive
8:59 Vern They did help but not involved in diving the children out (exclamation)
8:59 Vern Mainly transport of dive tanks
8:59 Vern Don't believe all you read
9:04 Thanet Yes
9:04 Thanet Wow
9:05 Thanet So different story from the news and navy seal interview
9:05 Thanet I wonder if this map get put it will case drama 55
9:05 Thanet Cause
9:05 Vern Whatever you want to believe
9:07 Vern It was done at the King's request and is a true reflection of events
9:07 Vern We don't make up stories
9:08 Thanet Agreed
9:08 Thanet I do believe we had to get story right
9:08 Thanet Greatly appreciate all of you guy effort in this
9:09 Vern I need to get on with my work 555
9:15 Thanet 555
9:15 Thanet I try to get my water management recorded together
9:16 Thanet Write the diary on what happens each day I were there
9:21 Vern I should have done a daily diary but I was busy 555
9:21 Thanet Same here, I got to get on with my work soon as I got back here 55
18:58 Thanet Hi mr Vern
18:58 Thanet [Photo]
18:59 Thanet The name of divers show in this map, were they same one since the first day of dive rescue start?
19:01 Vern Rob Harper Rick Stanton John Volanthen arrived on 27th others followed in quick succession
19:01 Vern Within days
19:02 Vern After children were located
19:36 Thanet Thank
23:52 Thanet [Photo]
23:52 Thanet Hi Vern what the name of your friend in the red shirt

2018/08/03(Fri)

3:28 Vern Rob Harper

5:05 Thanet Thank you

12:55 Vern Hi what is yr full name and where I live in America plus yr business

13:05 Vern Where u live in America plus yr business

16:12 Thanet Thanet Natisri

1105 Folgers st

Marion, Illinois

62959

Business name

Thai D Classic Thai Cuisine

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Marion, Illinois

62959

16:19 Vern How is get involved in water levels and rain fall

16:21 Thanet I got a call from colonel Shinghanat of military circle army unit 37 Chiang Rai contacting via the local administration office and Chiang Rai Agriculture association

16:21 Thanet On June 28

16:21 Vern Are you have qualifications

16:23 Thanet I was on advisor board of the national Groundwater Bank projects by the Department of Local administration of Thailand

16:24 Thanet Yes, our projects reputation on Groundwater bank project is well know in the past 3 years all over Thailand

16:24 Vern You have restaurant in Illinois

16:25 Thanet I went to school here in US for architecture 9 years ago but have experience work in private company in water field since 2012

16:27 Vern What is Thai D Classic Thai Cuisine

16:28 Thanet Yeah, restaurant is just one of the business I have.

I also running Thailand groundwater bank association as well.

My step farther was MD of STS engineering group (one of the soil testing giant in Thailand for the building)

16:28 Vern [Sticker]

16:28 Thanet 90% of high tower in Bangkok we did the foundation testing

16:29 Vern Entrepreneur

16:29 Vern Amazing

16:29 Vern Well done you

16:29 Thanet And around Thailand , his company is the first of it kind in Thailand about 40 years ago

16:31 Thanet Thank, I started the restaurant while going to school, but after I'm done with school, I decided to do restaurant full time since it made more money. And I often go back to Thailand to do business there as well

16:31 Thanet It made more money than being Architect ♦♦

16:31 Vern Impressive

16:32 Thanet But water stuff I learn is from experience on the field, and self-taught

16:33 Thanet We have 50 plus engineer, geologist, in our company STS group

16:34 Vern Do you have any Geological Map of Thailand?

16:34 Thanet Hydrologist, and about 700 peoples both on field and in office

16:34 Thanet Yes, I'm highly details

16:35 Thanet You can requested what part do you wanted specifically too

16:35 Vern Tham Luang is mainly limestone. Tham Maa in Nan Province is in conglomerate

16:35 Vern Need Geological Map of all Thailand

16:35 Thanet I can forward you geological map of Nan

16:36 Thanet Yeah I got all that in folder in my laptop. I also using it for ground warter recharge as well

16:36 Vern That would be great. Nan Province has the deepest cave in Thailand

16:37 Thanet Give me 2 minute

16:37 Vern I really need Geological Map of each province if available.

16:37 Thanet I will forward it now

16:37 Vern No rush

16:38 Vern On my way out to see client. (thankyou)

16:39 Thanet We are The one that did geology map for the government

16:39 Thanet [Sticker]

16:39 Vern [Sticker]

16:39 Thanet They hired our team years back joint effort with others company as well

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]

16:41 Thanet [File]
16:41 Thanet [File]
16:41 Thanet [File]
16:41 Thanet [File]
16:41 Thanet [File]
16:41 Thanet [File]
16:41 Thanet [File]
16:43 Vern Omg
16:43 Vern Can you possibly email to me
16:44 Vern vernon_unsworth@yahoo.co.uk
16:44 Vern Amazing
16:44 Vern [Sticker]
16:47 Thanet Ok
16:47 Thanet That all the northern provinces
16:48 Thanet I will send you email as well
16:48 Thanet [Photo]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:48 Thanet [File]
16:49 Vern Don't send on LINE 555
16:49 Vern Just email
16:49 Vern [Sticker]
16:49 Thanet Ok 555 sorry
16:50 Vern No need sorry just I cannot save to my laptop from LINE
17:08 Thanet Done
17:08 Vern [Sticker]
17:08 Thanet I send you 3 regions
17:08 Thanet Have some trouble with sending the north east for some reasons
19:08 Thanet Ok
19:08 Thanet All of the maps in your email now
19:09 Thanet I do have contour elevation maps of all Thailand 1:50,000 scale as well
19:09 Thanet Let me know if you need anything
19:10 Vern Hi just back home long day out since 4.30am now 19.10pm
19:11 Vern The contour elevation maps sounds interesting
19:11 Vern [Sticker]
19:11 Thanet It a large files
19:11 Thanet Very larges like 5 GB
19:35 Vern [Sticker]
19:35 Vern I will have a chat with Martin
22:57 Thanet [Sticker]

2018/08/05(Sun)

1:52 Thanet Hi Mr. Vern
1:53 Thanet Do you keep diary recored of what happend each day on rescue operation?
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
3:59 Thanet [Photo]
4:00 Thanet Sai Tong camp today ♦♦♦
5:51 Vern Hi Thanet. Thanks for the updated photos of Khun nam nan Nong (Tham Sai Thong).
5:51 Vern I told them 2 or 3 times that diggers and water pumps at Khun nam nan Nong not have any affect on water levels in Tham Luang. They NOT listen to me.

5:51 Vern They now have to spend cost for repair
5:52 Vern Unfortunately I did not keep a daily diary I wish I had but too busy as u can imagine
6:23 Thanet I see, too bad. Yes I'm now start to write down everything that happens each day while I'm there.
6:23 Thanet So may be in future, I can look back and remember.
6:23 Vern You can remember (exclamation)
6:24 Thanet Some of us are thinking same thing, Martin also said he will wrote down on his diary and other US team also doing it as well.
6:25 Thanet So I willl do my part, may be in future we can put our diary together and may be write a book
6:26 Thanet 555
6:26 Vern I will try and do just need time to sit down and remember what happened 555
7:20 Vern [Photo]
7:20 Vern [Photo]
7:20 Vern [Photo]
7:27 Thanet Great
7:27 Thanet [Sticker]
7:29 Thanet [Photo]
8:08 Vern [Photo]
8:08 Vern [Photo]
8:08 Vern [Photo]
8:09 Vern Did you GPS this ?
8:09 Vern [Photo]
8:10 Vern [Photo]
8:11 Vern Last photo different area from other cave entrance
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Sticker]
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Photo]
8:13 Vern [Sticker]
17:36 Thanet I will ask my map guy
17:37 Thanet The cave entrance right ?
17:37 Vern [Sticker]
17:37 Thanet [Photo]
17:37 Vern I have a feeling they are not the readings for the cave entrance
17:38 Thanet I think my caption had report with coordinated on this one he went in on June 26
17:38 Vern Possibly South area of Tham Luang
17:43 Vern Would you believe me if I tell you 4 different teams went to this cave entrance all on different days and then they argued as to who was first and claim thanks for finding (crazy)
17:45 Vern It looks like an old resurgence cave similar to Tham Sai Thong
17:45 Thanet [Sticker]
17:45 Thanet Wow
17:45 Thanet Crazy
17:45 Thanet So unorganized
17:46 Vern [Sticker]
17:46 Vern This happened many times around the mountain
17:57 Thanet [Sticker]

2018/08/06(Mon)

6:52 Thanet Hi Vern what is the distance from cave entrance to junction ? And from entrance to the chamber 9
6:52 Thanet Was the dive map measurement are accurate?
6:56 Vern Approximately 2km from entrance to Sam Yek junction and approximately 700metres from Sam Yek to station 9
6:56 Vern Dive map reasonably accurate
7:14 Vern [Photo]
7:14 Vern [Photo]
7:14 Vern Apologies if I have sent you these previously
7:57 Thanet Thank you
7:57 Vern [Sticker]
7:59 Thanet [Photo]
8:00 Thanet I think we should cross that red section out
8:00 Thanet It might cause confusion
8:00 Vern No problem
8:01 Thanet It made that map easier to ♦
8:01 Vern Just what Rick write
8:01 Thanet Ah I see, great details he did great job on this
8:03 Vern It was done for the King he requested it done so Josh me and Rick did very quickly as there was a deadline (exclamation)

8:03 Thanet Ah did you guy sent it already?
8:03 Vern If we not do we in trouble 555
8:04 Thanet [Sticker]
8:04 Vern Yes not long after rescue finished
8:05 Thanet I just got the report from the team responsible for pumping water from inside the cave
8:05 Vern We had meeting with Lieutenant Governor of Chiangrai at his office Josh knows him very well
8:06 Thanet And drilling team up on the mountain
8:06 Thanet Very impress work at draining inside the cave
8:06 Thanet Ah , great
8:07 Vern The pumps inside the cave for sump 1 200 metres in sump 2 600 metres in and the sump between chamber 2 and chamber 3 worked amazing
8:08 Vern Also rock restrictions at sump 1 were also broken down
8:09 Thanet Yes they mention it on report too
8:09 Vern This made access possible to Chamber 3
8:09 Thanet They did gave us a huge thank for divert the water
8:10 Vern If this had not been done rescue mission would have been extremely dangerous and nearly impossible
8:11 Thanet Indeed, great efforts from all teams work
8:11 Vern [Photo]
8:11 Vern Area around first sump at 200 metres
8:12 Thanet Is that the kids
8:12 Thanet They carry
8:12 Vern One of them
8:13 Vern Yes carry on sled from Chamber 3 to the entrance
8:13 Thanet Nice, seem like they had no problem with water level
8:13 Vern Sump 1 was a major problem
8:15 Thanet I see
8:15 Vern Water levels very much down compared to say 29th June when it was a 7 metre dive with oxygen tanks
8:42 Thanet [Sticker]
8:42 Thanet Wow

2018/08/07(Tue)

15:47 Vern Who put the diggers and water pumps in at Khun nam nan Nong at Tham Sai Thong (exclamation)
17:02 Thanet Development army unit 35
17:03 Thanet Major general Buncha, in order for the super pump to be in it had to be depper
17:03 Thanet I also was there to supervise
17:30 Vern I mentioned 2 or 3 times (why) because it not have any effect on water levels in Tham Luang. Tham Sai Thong is the lower resurgence of water from the main entrance chamber of Tham Luang. Now Khun nam nan Nong picnic area needs big repair. If people took notice of what I said this would not be necessary (crazy)
17:35 Thanet [Sticker]
17:36 Thanet You know the major General he alway will do the way he wanted
17:36 Thanet Like sent men's into the saitong cave
17:37 Thanet Or use excavator digger, drill the lower section of the cave
17:38 Thanet And those rock falling and we almost had accident
17:39 Thanet Like when he request sai tong map from me. That hey I ask you that day
17:40 Thanet He wants to send more men's with equipment in work inside
17:40 Vern Sending people into Tham Sai Thong achieved absolutely nothing and I said it would be waisting manpower. I visited TST and was shocked to see the devastation to the picnic ares
17:42 Vern There is a review meeting tomorrow. Good I am not attending otherwise I would have strong words to say (angry)
17:43 Thanet 555
17:46 Vern Someone who is going to the meeting asked me for my comments. I gave him a polite reply 555
17:47 Vern Locals think they know better (angry)
17:48 Vern They know nothing about caves or water affecting Tham Luang (exclamation)
17:49 Vern I wonder what would be happening if all 13 had died
17:56 Thanet Yeah
17:56 Thanet I remember when we got there
17:57 Thanet That night, the local gave us all kind of information. That suggest we need to start saitong operation
17:57 Thanet So major gernal, I, and everyone was in on this 5555
17:58 Thanet Then, I requested to see you that days we met
17:58 Thanet I should have know your information sooner,
17:59 Vern I was so tied up at Tham Luang I did not realize what was happening at TST (exclamation)
17:59 Thanet I got there on 28 and I We to see you on 29
18:00 Vern I told the locals about wasting efforts at TST went on deaf ears
18:00 Thanet Yeah
18:01 Thanet No one let me know at that point
18:01 Thanet Until I got up to see you at the camp , but the operation was already started and I'm on the same boat with them 555
18:02 Vern [Photo]
18:02 Vern One of the locals in the pink t-shirt
18:03 Vern [Photo]
18:03 Vern [Photo]

18:04 Vern The other local Mr Noi
18:05 Thanet I see
18:06 Vern [Photo]
18:07 Vern [Photo]
18:07 Vern [Sticker]
18:07 Vern [Photo]
18:07 Thanet What are those?
18:07 Vern No wonder he looks confused
18:08 Thanet I have not seen that tube before?
18:08 Vern They thought they could put in the cave all the way to the children and let them crawl out through
18:08 Thanet [Sticker]
18:08 Thanet Oh my god
18:08 Vern Exactly
18:09 Thanet Was it Elon musk guy
18:09 Vern No local guy Mr Noi
18:09 Thanet The tube?
18:10 Vern Mr Noi idea
18:10 Thanet Wow
18:10 Thanet It won't be able to keep up with water pressure
18:11 Vern (crazy) idea
18:11 Vern Have u seen Musk's submarine
18:11 Vern [Photo]
18:11 Vern 12 inches in diameter (exclamation)
18:12 Thanet Yes I did
18:12 Vern How small does a child need to be to fit inside
18:12 Vern Extremely claustrophobic
18:12 Thanet I ask them why don't they made a flexible version, it might be smaller
18:13 Thanet They said navy seal requested this on
18:13 Thanet One
18:13 Vern [Sticker]
18:13 Thanet I ask them did you ask the U.K. team ?
18:14 Thanet They said , the navy seal was in charge so they are the one wanted submarine
18:14 Thanet [Photo]
18:14 Thanet [Photo]
18:14 Thanet [Photo]
18:14 Thanet [Photo]
18:14 Vern My defamation action against Musk has commenced in the USA
18:15 Thanet Yes, people here all know the story about you and Elon musk 5555
18:15 Vern Surprised you got involved
18:16 Thanet [Photo]
18:16 Thanet [Photo]
18:16 Thanet [Photo]
18:16 Thanet [Photo]
18:16 Vern https://youtu.be/ww_zKNJujT4
18:17 Thanet I were invited to talk at St. Louis, lots people asking about your story and Elon Musk 555
18:17 Thanet [Photo]
18:17 Thanet [Photo]
18:18 Vern Good for you getting recognised
18:18 Thanet I explain whey the mini sub won't work and lots of people are mad at Elon musk calling hero's like that
18:19 Vern He needs to engage his brain before opening his mouth 555
18:20 Thanet 5555
18:20 Thanet Yeah we need to stick together on our story
18:21 Thanet Of what really happens, and also what went behind the scene too.
18:21 Thanet The governor claiming he was the one that made decision to dive rescue the kids
18:25 Thanet In fact he didn't listen to all of us, and we have to went to the minister of interior
18:25 Thanet On that July 6
18:26 Vern I was the one who said to him late in the evening on the 26th June ' you have 1 chance'. He got very angry at me. Later that evening Minister Weerasak and Minister Paochanda made the decision to call Rob Harper
18:26 Vern [Photo]
18:26 Vern [Photo]
18:26 Vern [Photo]
18:27 Vern [Photo]
18:27 Thanet Wow
18:27 Vern You and Josh on the 6th July
18:27 Thanet Yes!!
18:27 Vern Minister Paochanda in black blazer
18:28 Thanet He still won't listen to me on July 5 !!!
18:28 Vern Minister Weerasak white shirt

18:28 Vern Now he moved out to Phayao 555
18:29 Thanet That why I ask you that night July 5 if we need to take over central command but you mention that the British embassy's working on it
18:30 Vern It was touch and go very intense
18:30 Thanet The Governor is so bad at this mission really.
18:30 Thanet You can ask anyone of person in charge of each operation. Most of us are so annoy with him
18:30 Vern He told me to calm down when I tell him he has 1 chance'
18:30 Thanet [Sticker]
18:31 Thanet My god, this guy ♦♦
18:32 Vern I followed him out of the room and he not like but I knew I do the right thing for the children
18:32 Thanet [Sticker]
18:32 Thanet Great thing you did Vern, without you we would not be able to help the kids
18:34 Vern After mission accomplished most Generals and Colonels and Ministers personally thank me except him the Governor
18:34 Thanet [Sticker]
18:34 Thanet What!!
18:34 Vern We all happy to help
18:34 Vern Big Team
18:35 Thanet Yes, me too it was honor to working along side you every one
18:36 Vern (yeah) a real pleasure and some very good friends made
18:36 Thanet Oh Vern about saitong camp. Can you be more gentle of what happened there
18:36 Vern [Sticker]
18:36 Thanet I feel bad all hard work my team and others doing
18:36 Thanet I know it was a miss calculation due to lack to right info
18:36 Vern I will not say anything
18:37 Vern It is what it is
18:37 Thanet But those guy also help me divert all water at Pa Mee at the end
18:37 Vern I know a lot of hard work blood sweat and tears
18:37 Thanet Without their man powers from them no one would have help us divert the water
18:38 Thanet At that point, no one pay attention to this at all.
18:39 Thanet I was grateful that these team willing to help me do what was right.
18:39 Vern No point in me rubbing salt into the wounds
18:39 Thanet Thank you
18:39 Vern Don't worry I not say anything
18:39 Thanet After all I think now the biggest news in Thailand about water in Sai Tong turn emerald color
18:40 Thanet 5555
18:40 Vern Hopefully you can come back to Thailand and Tham Luang and I will be your personal guide
18:40 Thanet Get a lot of people attention
18:40 Thanet [Video]
18:41 Vern Yes I see the colour how this happened
18:41 Thanet Thank you, I'm surly will. I missed every one
18:41 Vern [Photo]
18:41 Vern Amazing colour
18:41 Thanet I think the saitong camp will now become a major tourist due to water is so clear and emerald color, let me send you the news
18:43 Vern Something has happened which is not easy to understand why or how
18:44 Vern Maybe the Princess of the Mountain change the colour as a thanks for rescuing the children
18:44 Thanet The water is clear on some part and so emerald due to we dig that area almost the same layer with the shallow aquifer
18:44 Vern [Sticker]
18:45 Thanet At the pond the layers of shallow aquifer is at 7-9 meter, but we dig it to only 6 meters so ground water are seeping our form the bottom
18:46 Vern [Sticker]
18:46 Thanet I was technic call Dewater that engineers use to ground divert water away construction site
18:47 Vern I will go look when I back
18:47 Vern 5 September
18:47 Thanet Nice
18:48 Thanet Let me send you Photo of the area
18:48 Vern [Sticker]
18:48 Thanet [Photo]
18:48 Thanet [Photo]
18:48 Thanet [Photo]
18:49 Thanet The part where bamboo stick is the deep section
18:49 Vern [Sticker]
18:50 Thanet And that is the reason why water turn green due to the depth and the ground water
18:50 Vern I swam across on 29th June (exclamation)
18:50 Thanet Yes 5555 me too
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]

18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:51 Thanet [Photo]
18:52 Vern Amazing colour
18:52 Thanet Now people are excited over this green water, the department of tourist now even wanted to step in and develops it 555 I guess everyone is happy over this
18:53 Vern Just need the ground areas to recover
19:02 Thanet Yes
19:03 Thanet and designated shallow area where people can swim
19:03 Vern A person drowned there 2yrs ago
19:04 Thanet [Sticker]
19:04 Thanet Did he die?
19:04 Vern Yes drowned
19:04 Thanet [Sticker]
19:04 Vern Found the next day bottom of the pool
19:05 Vern [Sticker]
19:05 Vern Mao mak
19:05 Thanet [Sticker]
19:05 Thanet Wait he were dunk?
19:05 Vern [Sticker]
19:06 Vern Many people go there get drunk
19:06 Vern Whiskey and Beer
19:25 Thanet [Sticker]
19:26 Thanet No wonder he drowned

2018/08/08(Wed)

15:51 Thanet [Photo]
15:52 Thanet Oh my god look at this
15:52 Thanet They written inside chamber 9 !!!
15:52 Vern What is
15:53 Vern How in chamber 9
15:53 Vern Look closely daylight in the photo (exclamation)
15:54 Vern No daylight in chamber 9
15:54 Thanet [Photo]
15:55 Vern Not make any sense
15:55 Thanet Look like the foil blanket?
15:55 Thanet On top left?
15:56 Thanet The letter represent the seal unit that went in
15:56 Thanet Seem like the seal were The one written it?
15:56 Vern Mmm
15:56 Vern No comments
15:57 Thanet น.ส.ร
15:58 Thanet Stand for special unit seal from rayong (sataheep base)
15:58 Thanet Let me investigate more into this see if it true or not
16:00 Vern No real interest to me. When TL cave open again after rain season I will go look.
16:00 Thanet [Photo]
16:00 Thanet Dam, the seal did written it they confirm on July 4
16:01 Thanet [Photo]
16:01 Vern [Sticker]
16:01 Thanet And lot of people up set since it violation against National park rule
16:02 Vern I don't like writing on cave walls
16:02 Vern [Sticker]
16:11 Vern Chamber 9 needs to be left untouched and taped off so no one can go up (exclamation)
16:11 Vern I have already suggested this
16:49 Thanet Yes agreed
16:56 Thanet Mr. Vern
16:57 Thanet So sai tong cave go about 1.5 km deep into the mountain
16:57 Vern No 940metres
16:57 Thanet Ok ok, You were mention that it a lower cave system of TL right
16:58 Thanet So at the end of Sai Tong cave, where is it located ? Was it very close to some TL part ?
16:59 Vern 940 metres to the boulder choke then I open up for approximately 70metres. End now only about 50 metres to join Tham Lak and Tham Luang
16:59 Vern Yes
17:00 Vern It is the lower series out of Tham Luang main chamber
17:01 Vern If I can join will add about 1.5km onto the Tham Luang system

17:01 Thanet By main chamber you mean the main entrance ?
17:01 Vern Yes
17:01 Thanet I see
17:01 Vern No one really understands
17:02 Thanet Thank you for explanation
17:03 Vern Too many people exaggerate distances
17:04 Thanet At the end of saitong cave, where is water come out from ?
17:05 Vern The water comes from Tham Luang through Tham Lak and through Tham Sai Thong
17:06 Vern It's just very restricted and not very nice place
17:06 Thanet I see.
17:06 Vern The 50 metres that separates is very difficult to negotiate
17:07 Thanet So the water at TL entrance had to overflow in order for Sai Tong to have water run pass it ? I'm understanding right ?
17:09 Vern No it flows through out of Tham Luang at the end of the Main Entrance chamber which is why the water backs up in the Main Entrance chamber. You didn't go look (question)
17:09 Vern Unless you see it for yourself difficult to explain and for you to fully understand
17:11 Thanet Yes I went there
17:11 Vern It doesn't overflow out of Tham Luang main entrance it flows through and down into what I call the Lower Series and eventually out of Tham Sai Thong
17:12 Thanet I used wrong word. Sorry ha ha
17:13 Thanet Yes. That what I was going to said. It flow thou not over flow
17:13 Vern You went to Tham Sai Thong or you see the water flow through the Tham Luang main entrance chamber
17:13 Thanet I went in to TL main entrance
17:15 Thanet This mean the local given us a wrong set of information on June 28
17:15 Thanet They said that sai tong cave go deep into the mountains and close to junction area
17:15 Thanet [Sticker]
17:15 Vern Then you can see the water flow through and disappear at the far end. That leads to the lower series I call Nan Nong series then into Tham Lak and then though into Tham Sai Thong.
17:16 Vern Bollocks
17:16 Thanet Thank you. Now I understand clearly
17:16 Thanet That all made sense
17:16 Vern Locals know nothing
17:16 Vern I tell them many times
17:17 Vern I even take some locals in last year and do video
17:17 Thanet So in dry season, will there be any water come out of saitong cave ?
17:18 Vern No no no coz no water run through Tham Luang main entrance
17:18 Thanet Since TL entrance I would assume it also dry
17:19 Thanet Ah, when we ask local they said that water in saitong cave are all years round, what ha tell
17:19 Vern The rising at Khun nam nan Nong never dry up
17:20 Vern The rising active all year but that is different from Tham Sai Thong cave
17:20 Thanet I see.
17:21 Vern [Sticker]
17:21 Thanet We should have met sooner at June 28 ha ha
17:21 Vern Locals don't understand and good at stories
17:22 Thanet Indeed
17:23 Thanet I wonder if the local ever go at the end of saitong cave
17:25 Vern Very rarely. I did take 2 groups in there in 2016 and 2017. Did video of the trip in 2017
17:26 Thanet [Photo]
17:26 Thanet I see
17:27 Vern I also took the local rescue team in Sirikorn Rescue
17:27 Thanet So the water that flow out of this small cave section. Where is it originated from ?
17:27 Vern No one knows cannot find way in I try many times
17:28 Thanet Um.. I think I saw you were there on June 30
17:28 Vern It's clear water so possibly spring water from a subterranean part of the mountain area
17:29 Thanet Yes that why I though it was
17:30 Thanet We did do boring test at about 4 meter from where the water flow out
17:30 Thanet The aquifer layer was very shallow at only 6-9 meters
17:31 Vern [Photo]
17:31 Thanet Usually it around 19 meter and up in closest area
17:32 Thanet Ah rob was there too
17:32 Vern It's an interesting area. Also Tham Pla rising about 6km away
17:33 Vern Me Rob and John and Rick
17:34 Thanet So we test digging a small holes close to where you guy stand
17:35 Thanet To 8 meter and water pressure was so high that it shoot up to surface. Which mean is the part where ground water pressure was also high too.
17:36 Vern I will try a dig over the top of the rising and try to drop in further into the cave that must exist behind
17:36 Thanet That will be wonderful, I really wanted to know where this will lead.
17:37 Vern So do I it's a cave mystery that I will solve.
17:38 Thanet And this is why the pond over there is green color
17:39 Thanet I would love to go back and visited with my wife sometime in the future

17:39 Vern I will go have a look when I get back after 5 September
17:39 Vern You will be welcomed
17:40 Thanet [Sticker]
17:40 Thanet Thank you.
17:40 Vern [Sticker]

2018/08/19(Sun)

9:48 Vern 1m 31cm deep in the main entrance chamber and rising
9:48 Vern [Photo]
9:48 Vern [Photo]
9:48 Vern [Photo]
10:18 Vern Leave the children in the cave for 3 or 4 months (yeah) right (exclamation)
17:16 Thanet [Sticker]
17:16 Thanet Wow how did he get in there
17:17 Thanet I thought the cave is close
17:18 Vern Lak was a Park Ranger and was with me from day 1 it's closed to the public
17:19 Vern He only went to take a photo for me as I asked him to find out what the water levels were like
17:19 Thanet I see , that great
17:20 Thanet I bet the 9 chamber would completely submerge?
17:20 Thanet If the water level this high
17:21 Vern
No it would be just ok. Water levels throughout the cave obviously much higher
17:22 Vern Getting food to them would not be possible
17:22 Vern Getting to chamber 3 would be very difficult. The water pumps would not cope with the volume of water
17:23 Thanet I'm glad that we push them to rescue the kid on time
17:23 Thanet Yes, indeed. No way the pump will keep up
19:35 Thanet It so funny that lasted interviews from Governor
19:36 Thanet He said that he had figured it it the situation and plan to rescue the kid at July 6 long time ago
19:36 Thanet [Sticker]
19:36 Thanet No credit been given to us at all. 555
19:36 Vern [Sticker]
19:37 Thanet He even said he sent in then team to get Origen reading
19:37 Thanet Oxygen
19:38 Vern On evening of 26 June I looked him in the eyes and said ' you have 1 chance' he got angry with me
19:38 Thanet [Sticker]
19:39 Thanet Can't believed it, now he said that all thing happened, he was planing it all along
19:39 Thanet I almost throw up while listen to his speech 555
19:40 Vern What speech
19:40 Thanet He gave out speech at university couples days ago
19:41 Vern It on video,?
19:41 Vern Which university
19:41 Thanet Let me find the link and send you
19:42 Vern You mean the governor now gone to Phayao
19:42 Thanet He even claim that he was the one behind the idea of bring in U.K. divers
19:42 Vern [Sticker]
19:42 Thanet Yes former governor of Chiangrai
19:43 Vern It was me who gave the note to Minister Paochanda and Minister Weerasak
19:43 Vern [Photo]
19:44 Thanet [Sticker]
19:44 Thanet This guy is full of crap
19:44 Thanet At least he should mention people that get involved
19:45 Vern [Photo]
19:45 Vern [Photo]
19:45 Vern [Photo]
19:45 Vern Me on evening 26 June
19:45 Thanet [Sticker]
19:45 Vern Minister Paochanda in black bly
19:45 Vern Minister Weerasak in white shirt
19:46 Vern [Photo]
19:46 Thanet [Sticker]
19:46 Vern Minister Weerasak re-wrote in his own handwriting
19:46 Thanet You know we should write down story each one of us
19:46 Thanet And put it all together 5555
19:47 Vern Send me the limy
19:47 Vern Link
19:47 Vern I will expose him
19:47 Thanet Sure, let me try to find it
19:47 Thanet I don't think it good idea to expose him
19:47 Thanet He is a famous hero now

19:48 Vern I am seeing Minister Weerasak on 6 September
19:48 Thanet We should just listen and laughs 555
19:48 Vern I will expose him he needs teaching a lesson
19:48 Thanet Nice
19:48 Thanet [Sticker]
19:49 Vern Please send me the link
19:50 Thanet Will do, let me find it it was couples day ago, via some guy form university Facebook live
19:50 Vern He told me to calm down when I told him he has 2 chance and walk away
19:50 Thanet [Sticker]
19:50 Thanet Wow
19:50 Vern 1 chancr
19:50 Vern 1 chance
19:50 Thanet Did you have witness at the scene
19:50 Vern Yes
19:51 Vern 3 witness
19:52 Vern Then later I got called into the meeting with the 2 Ministers
19:52 Vern The Governor went very quiet (exclamation)
19:53 Thanet [Sticker]
19:53 Thanet Wow
19:53 Thanet He deserved it !!!
19:53 Thanet Same thing on the meeting room at July 6
19:53 Vern I will show the link to Minister Weerasak
19:53 Thanet He was so quite in the meeting, it was all us talking
19:54 Vern Me and him are now good friends
19:54 Thanet Cool
20:09 Vern In the meeting I called Rob Harper from my phone on WhatsApp video and handed it over to Minister Weerasak so that they could speak to each other on video link
20:11 Thanet [Sticker]
20:11 Thanet Wow
20:11 Thanet That is great
20:13 Vern So that's why I need to expose the previous Governor
20:34 Thanet [Sticker]
20:38 Vern His actions are not fair on other people who made the correct decisions
20:42 Thanet Yes!!
20:43 Thanet He at least should admit it and give other some credit
20:43 Vern You know and I know that won't happen
20:43 Vern Please send me the link
20:44 Thanet I don't know why he being so ignorant
20:45 Thanet Oh the colonel told me couples days ago
20:45 Thanet He said told the government that at least they should give out some sort of recognition to people that help out the rescue
20:46 Vern So there is no link
20:47 Thanet The U.K. give their own, Australian also give their own. Many people also ask why Chiang Rai don't do the same
20:47 Thanet Let me find it
20:49 Vern Not down to Chiangrai but people should just say how it happened
20:50 Vern You even gave a live TV interview
20:52 Thanet [Photo]
20:52 Thanet Listen at 15:00 minute
20:53 Vern Doesn't open
20:54 Thanet Yeah it doesn't let me share the link on line
20:54 Thanet Only on FB
20:55 Thanet It recorded live. Maybe I need to download it and send the link to you
20:55 Vern I don't have FB
21:01 Vern <https://youtu.be/J4LQzcxDhlw>
21:10 Thanet [Sticker]
21:11 Thanet Yeah they invited me to do short interview at St. Louis
21:11 Thanet I should have prepared better some answer are not good 555
21:11 Thanet Too excited.
21:11 Vern [Sticker]
21:11 Thanet [Sticker]
21:11 Thanet At 41:00 on that clip the governor state
21:12 Thanet That he certain the kids will be able stay over a month at least
21:12 Vern Please let me have the clip/link
21:13 Thanet I might have to somehow download it or share the link to you
21:13 Thanet May be download it, and upload to YouTube
21:13 Thanet It 1.5 hours long
21:13 Vern Good idea
21:14 Thanet Yeah every where I interview I also give all credit to people behind the scene
21:14 Vern The kids would be dead by now not all at once 1 by 1
21:14 Vern Food runs would have become impossible

21:15 Thanet Yes
21:15 Vern Divers lives and Rescuers lives at serious risk
21:15 Thanet I will try to find a way to send you the clip after work tonight
21:15 Vern [Sticker]
21:16 Thanet There are couple more I need to find it
21:16 Thanet Where he said something like this
21:17 Thanet The topic on that clip was "how to be a great leader"
21:17 Vern (oh) my god
21:17 Thanet Yeah
21:18 Thanet So 1.5 hours is all about how he manage this situation. And how he plan it to made it turn out good,
21:19 Vern [Sticker]
21:19 Thanet Can you listen to thai?
21:20 Vern No but my partner Tik can translate for me. You met her I think
21:20 Vern The Governor never ever took time to come and see us so ignorant of him very bad manners
21:53 Thanet [Sticker]
21:53 Thanet He had 5 degrees from university
21:54 Thanet Very confident guy 555

2018/08/20(Mon)

5:58 Vern He may have 5 degrees and be a confident guy but he has no manners
6:04 Thanet [Sticker]
7:08 Thanet Did your partner Tik had Facebook ?
7:09 Thanet It didn't let me download it since it recorded live
7:09 Thanet If she had FB I can forward the link to her
7:30 Vern Woranan ratrawiphakkun my face book
7:35 Vern <https://www.facebook.com/profile.php?id=100000048109855>
9:00 Vern Let me know when you have sent it over
9:00 Vern [Sticker]
14:04 Vern Let me know when you have sent it over
18:37 Thanet I just did :)
18:37 Thanet [Sticker]
18:38 Thanet I'm looking for some more that he mention similar story
18:38 Vern [Sticker]
18:38 Thanet The one I send you topic "how to be a good leader"
18:41 Thanet <http://knowledge.wharton.upenn.edu/article/leadership-lessons-thai-soccer-team-rescue/>
18:41 Thanet [Photo]
19:07 Vern [Sticker]

2018/08/30(Thu)

23:59 Thanet Hi Vern

2018/08/31(Fri)

1:54 Thanet Are you goin going to the king party on September 6?
4:45 Vern [Sticker]
4:46 Vern Yes I arrive in BKK on the 5th. By coincidence I booked my flight back before the Thai government rearranged the ceremony date (exclamation)
4:46 Thanet Wow
4:47 Vern What is yr LINE ID
4:47 Thanet I check with derek and most of US para team is going too !
4:48 Thanet It would be a great chance to see everyone again
4:48 Vern [Photo]
4:48 Thanet Sure, it's
Line ID: thanetnatisri
4:49 Vern No 16 on the invite list
4:49 Thanet Nice , but I didn't get invitation 555
4:50 Vern Tik my partner and Bas from Tourist Police will sort out for you I have sent them your LINE ID
4:50 Thanet Wish I would get one, I heard they paying for travel expense ?
4:51 Thanet Oh great, thank you.
4:52 Thanet I was booked for my vacation in Aruba sep 5-11, but if the government invited I really want to take my wife to I see you guys. Kinna miss everyone
4:53 Thanet We can cancel our trip and go to Thailand instead,
4:54 Thanet [Photo]
4:54 Thanet [Photo]
4:54 Thanet How is you trip in Uk ?
4:54 Vern bakbast
4:55 Vern Bas at Tourist Police LINE ID
4:57 Vern [Photo]
4:57 Thanet Nice
4:58 Thanet Do I need to contact them, or they will contact my line?

4:58 Vern I have given Bas and Tik your LINE ID
4:58 Thanet Ok, I will wait for them to contact :)
5:44 Vern <https://youtu.be/7iYCDd3tOck>
6:38 Thanet [Sticker]
6:38 Thanet Good picture of us, Matin, you and the other
6:39 Vern Try keep in touch with Bad he is trying to help
6:39 Thanet He not contact me yet
6:40 Vern I'm off into St Albans to a specialist dental surgery. Tooth to be taken out and abcess very painful and messy
6:40 Thanet ♦♦
6:40 Vern You have his LINE ID?
6:41 Vern And expensive £675
6:41 Thanet bakbast
6:41 Vern [Sticker]
6:41 Thanet This one you sent earlier it doesn't show up
6:42 Thanet I hate doing dentist it os painful ♦
6:43 Vern I'm ok with the pain the cost is more painful 555
6:43 Thanet Hope you feel better soon, and one you got Thailand you can eat more good food ♦♦
6:44 Thanet ♦
6:44 Vern [Sticker]
6:44 Thanet I think the Line ID you sent me it not working

2018/09/01(Sat)

6:14 Thanet Hi Vern I got question
6:15 Thanet About the day the kids and the coach go in the cave. Did they ask permission from park ranger or let anyone know ? I got all sources of difference story about this
6:16 Thanet [Photo]
6:17 Thanet Some of story said the kids go in without letting anyone know
6:18 Thanet I figure you probably be the most source I can trust on the information regarding with the cave
6:18 Vern It's likely that they just went in but I'm not sure. Many people go into Tham Luang and Tham Sai Thong without first letting people know including those working at TL and TST
6:19 Thanet Ah I see. Yes, there are many people debating about this. I remember when I got there the people inform us that the kids went in without letting anyone know.
6:20 Vern I'm guessing that the DANGER sign has only just been put there.
6:20 Thanet Do they normally need to purchase ticket to go in like here in the US park ?
6:21 Vern There is no real control of who goes in
6:21 Thanet Oh the danger sign was already there before the incident happened
6:21 Vern No that's the problem and something I will be discussing when I get back
6:22 Thanet That picture took by some one on the days of incident if it remember it right
6:23 Vern I don't remember the sign being there. Tham Sai Thong did have a sign
6:23 Thanet I see. Yes they should have be like a ticket booth or inspection booth to keep tracking people in and out. To prevent something like this happens in the future
6:25 Vern This is Thailand remember. Also a charge should be made but who then controls the tickets and money (exclamation)
6:25 Thanet Yeah 5555
6:26 Vern There has been misuse of funds at Tham Luang and Tham Sai Thong I'm the past (exclamation)
6:27 Thanet [Sticker]
6:28 Thanet Now I think since the rescue happens, there will be more money from people who wants to visit around the world
6:28 Vern And I make it clear that on the day the kids and coach were very unlucky. As I mentioned the flood waters last year came through on the 15th July so this year 3 Weeks earlier
6:28 Vern Yes so even more controls need to be put in place
6:28 Thanet I see. Unfortunate event
6:29 Thanet For sure, for all safely of all people, specially the cave is 10 km long I wonder if some people gonna go in and try to spend the night in there now
6:31 Vern What happened to the kids and coach could have happened to anyone. Remember I was due to go into Tham Luang on Sunday 24th June on a solo exploration trip. By then water would already have been coming in from Monks Series so I would just have turned back
6:32 Thanet True
6:32 Vern I will make sure proper access controls are initiated
6:33 Thanet Thank you Vern, let hope they will listen to us
6:33 Thanet They should made regulation like here in US national parks since it will attract much attention now
6:33 Vern When you see the passage that goes from Sam Yek you will understand how easy it is for people to get trapped on the wrong side
6:35 Thanet I see
6:36 Thanet Thank for your information it very helpful to understand the story much better
6:41 Vern You are very welcome
6:41 Vern [Sticker]
6:45 Vern Is Bad still helping you with the invitation?
6:45 Vern Bas
6:46 Thanet Yes he contact yesterday
6:46 Vern What happening

6:46 Thanet But thing went quite, may be they try to work on it
6:46 Vern Fingers crossed
6:47 Thanet Hope they will figure it out, I would love to meet up with everyone again, not easy chance we all being at one place
6:47 Thanet If not ,then I would sure regret it ♦
6:50 Vern They sent my invite to Tik's house in Huai Khrai Chiangrai as they thought I lived there permanently. I returned to the UK on 19 July
6:52 Vern I've paid for my own flight back as I booked it on the 24th August as by then the ceremony date had not been rearranged and it was always my intention to return on or around the 4th 5th September
6:54 Thanet I see, perfect timing
6:55 Thanet What a coincident
6:55 Thanet Yeah, i told our team story to my wife and she really want to meet everyone.
6:56 Vern Hope you can both make it
6:56 Thanet We were booked our all inclusive vacation in Aruba for sep 5-11, and we will cancel our vacation if we got invited by Thai government just so we could meet up
6:58 Thanet Some of US para team contact me and ask if I'm going. They said Thai government offer to pay travel and 7 days vacation for them and their wife too
6:59 Vern Yeah same with the UK TEAM but because they thought I was in Thailand that offer did not happen 555
6:59 Thanet [Sticker]
7:00 Thanet Too bad 55
7:02 Thanet It would be nice they they can do the same for me 5555.
7:20 Vern I sincerely hope so my friend

2018/09/02(Sun)

4:55 Thanet [Sticker]
7:39 Vern [Sticker]
7:39 Vern Any feedback from Bas.
7:40 Thanet Hi Vern
7:40 Thanet No nothing yet ♦
7:40 Vern Maybe because it's the weekend and no one in the government offices
7:41 Vern I will try contacting him later. We normally chat about football 555
7:42 Thanet Yes true, let wait for Monday
7:44 Thanet When you guy fly to Thailand ?
7:44 Vern I fly Tuesday night. At the moment I'm the only person from the UK
7:45 Thanet I see, what about other diver from Uk diver team?
7:45 Vern None that I know of
7:46 Thanet Will Rick plan to be there as well
7:46 Vern Not that I know I think he is away not sure
7:47 Thanet Um.. too bad, may be they busy with work
7:47 Thanet Martin said he is not going as well.
7:47 Vern We all busy 555
7:47 Thanet [Sticker]
7:48 Vern Yeah he would need to take holidays as his employer would not give him extra holiday time
7:48 Thanet It will be weird that no Uk diver join the party 555
7:49 Thanet So only you will be join the party from UK team.
7:50 Vern Yes I agree but the rearranged ceremony date has not given people much chance to rearrange schedules
7:50 Thanet Yes!!!!
7:50 Thanet No time to work it out
7:50 Vern It was originally 1st August which was too soon after the rescue finished
7:51 Thanet But we all go home 555
7:51 Thanet Then the incident in Laos happens
7:52 Vern Yeah even me. My invitation went to the family home in Huai Khrai Chiangrai because they thought I was still in Thailand. Yes flood waters in Laos very sad.
7:52 Thanet [Sticker]
7:53 Thanet Yes many People die
7:53 Thanet I sent some of my academic team to help them out with mapping flood area map on very dam in Laos
7:53 Vern Same in Japan floods and the boat tragedy in Phuket
7:54 Thanet In case situation like this happens, they would know where it will impact
7:54 Thanet Some of our rescue team I work with in Tham Luang also go assist in Laos too
7:55 Vern The more good information about this is what is needed
7:55 Thanet Yes
7:55 Vern Seems like the world had many disasters at the same time
7:56 Thanet ♦
7:56 Vern Flooding and Fire
7:56 Thanet Fired in California too 555
7:57 Vern Yeah and Greece and Australia crazy
7:57 Thanet ♦
7:58 Thanet The most of US para team will be there they said, Derek and Major hodge
7:58 Thanet And Capt, Dan from US Civilian affair and his wife
7:59 Vern Yeah Derek mentioned that Washington DC made sure that they go

7:59 Thanet [Photo]
7:59 Thanet I took Capt Dan to little BKK tour before they go home last time
8:00 Thanet They are great people
8:00 Thanet They deserved it
8:02 Vern Yeah big guys what do they feed on 555
8:02 Thanet Burger, and Mc Donald
8:02 Thanet [Sticker]
8:03 Thanet You can find it every corner here in US
8:03 Thanet 555
8:03 Vern Elephant and Gorilla burgers
8:03 Thanet 5555
8:03 Vern I don't like McDonald's
8:04 Thanet Me too
8:04 Thanet It not very healthy
8:05 Vern I am careful about what I put in my body after all bodies are engines
8:06 Thanet Very smart way
8:07 Thanet I'm Going yo bed now it 2 am, my wife yelling to me to get off the phone 555
8:07 Thanet Will talk to you later Vern good night
8:07 Thanet [Sticker]
8:07 Vern Then you better go if wife asking 555
8:07 Vern [Sticker]
8:07 Thanet 5555
18:10 Thanet [Photo]
18:10 Thanet My kitchen crews
18:10 Thanet [Photo]
18:11 Thanet [Photo]
18:11 Thanet Front of the house team
18:11 Thanet [Photo]
18:11 Thanet [Photo]
18:11 Vern Who was your General friend
18:12 Vern Big Team Big Restaurant
18:12 Thanet This is great team they taking care of bussiness while I'm gone
18:12 Thanet [Photo]
18:13 Thanet I award 2 ticket for 7 days cruise vacation in Caribbean to the best employee last years
18:13 Thanet Oh you mean in Chiang Rai ?
18:13 Vern [Sticker]
18:14 Thanet Colonel Shinghanat Military circle army unit 37 Chiang Rai
18:15 Vern I will send onto Bas later as he will be sleeping
18:16 Thanet He was in charge of army assist anything around the cave area. The commander of this unit is Major Gernal Buncha
18:16 Vern [Sticker]
18:16 Thanet I think I forward colonel phone number to him already
18:16 Vern Leave with me see what Bas can do
18:17 Thanet Thank you.
18:17 Thanet If you can have them let me know Soon by Monday will be great
18:18 Thanet I will need time to cancel my vacation on sep 5, I already told airline about it but they will need 48 hours of cancelation and hotel night charge some fee
18:20 Thanet 0932590004 colonel number
18:20 Vern [Sticker]
18:21 Thanet Thank you Vern, let hope they can work it out

2018/09/03(Mon)

6:20 Vern Mr. Um from Ministry of foreign affair told me
6:20 Vern Every information send to Joash
6:20 Vern Him got josh number?
6:20 Vern Mr.Um told me
6:20 Vern Bangkok They send to Joash
6:21 Vern 5 messages from Bas think maybe you need to speak to Josh
6:21 Thanet I did
6:21 Thanet Josh just contact me 4 hours ago
6:22 Thanet He said he still waiting for the reply from ministry of foreign affair
6:22 Thanet Hopefully we gonna heard some thing back from them
6:23 Thanet Finger cross
6:28 Vern To many people involved typical Thai system (exclamation)
6:31 Thanet [Sticker]
8:35 Vern [Photo]
8:35 Thanet What is it ?
8:36 Vern Name list Tourist Police
8:36 Thanet Ah
8:37 Vern [Photo]

8:37 Vern Bas
8:37 Thanet Nice
8:37 Thanet He is captain rank too
8:37 Vern Hope you get sorted let me know
8:38 Vern Yes Captain
8:38 Thanet Hopefully
8:38 Thanet Still waiting on reply from them
8:38 Vern [Sticker]
8:39 Thanet He seem like a nice guy
8:39 Thanet Very helpful
8:39 Vern He is and good friend
8:39 Thanet Nice
8:40 Thanet So far, seem like invitation might not be approved
8:40 Vern Why
8:40 Thanet It too close to the ceremonial day
8:41 Thanet Even they got approve will they need time to arrange everything ?
8:41 Vern I thought this also
8:41 Thanet Only 2 day away
8:42 Thanet But let wait and see, josh work hard on this
8:42 Vern Bas also
8:42 Thanet Yes
8:43 Thanet I really hope they got it sort out, it will be great to see everyone again
8:43 Thanet [Sticker]
8:43 Vern Sometimes in life not what you know but who you know
8:44 Thanet Indeed ♦
23:11 Thanet Hi Vern seem like I won't be able to go join you guy
23:13 Thanet Look like MFA didn't cover travel cost.
23:13 Thanet Josh just message me.
23:14 Thanet May be in the future we all could meet up again :)

2018/09/04(Tue)

4:19 Vern [Sticker]
5:37 Thanet [Sticker]
6:48 Vern Think they left it to late (sad)
6:57 Thanet Yes
6:59 Thanet Too bad, but it ok, you, josh, Bad help the best you guys could
6:59 Thanet I'm very grateful and appreciated
7:02 Vern [Sticker]

2018/09/05(Wed)

4:54 Thanet [Sticker]

2018/09/07(Fri)

4:35 Thanet Hi Vern
4:35 Thanet How the party go?
5:04 Vern [Photo]
5:04 Vern [Photo]
5:04 Vern [Photo]
5:04 Vern [Photo]
5:04 Vern [Sticker]
5:05 Vern [Video]
5:05 Thanet [Sticker]
5:06 Vern Sorry you and your wife could not make it you were part of a great team
5:09 Thanet That ok
5:10 Thanet No worry, I would have go to Thailand on my own expense if we know ahead, since we already book vacation it will be bad to waste it.
5:11 Thanet I do regret it thou, I wish I can be there. To see the kids too ha ha
5:12 Vern I also paid for my own flight from the UK
5:12 Vern Kids are well
5:13 Thanet Yes I was thinking to pay my own flight to Thailand as well but we don't want to throw \$5,000 worth of vacation away my wife is not happy about it
5:13 Vern [Sticker]
5:13 Thanet Good to hear I'm glad to see them thank everyone in the ceremony
5:14 Vern We have to keep the wives happy 555
5:14 Thanet I heard on the news that prime minister will give Medal of Honor to 117 people from international team?
5:14 Thanet Will you be part of it ?
5:14 Thanet I think it was today at 3 pm
5:14 Vern Not sure
5:16 Vern My letter not arrive in time so have to collect at a later date and time

5:16 Vern [Sticker]
5:17 Vern Letter go to wrong address (exclamation)
5:17 Thanet I was telling the MFA see if they could save some of the Royal appreciation letter and send to me in US, but they said it it unlikely 5555
5:17 Thanet [Sticker]
5:17 Vern [Sticker]
5:20 Thanet They said they need to ask the authority first, josh able to have them give me the invitation but flight is not cover plus not got enough time so I reply the email to MFA say that it unlikely i will made it there on time to the ceremonial
5:20 Thanet [Photo]
5:20 Thanet [Photo]
5:22 Thanet My team send me these photo today. (The guy on top left, he join us and help us divert water)
5:22 Thanet He really appreciated your time and kindness
5:23 Vern They try to understand what really happened
5:23 Vern I will give them interview tomorrow
5:24 Vern Josh also give them lot's of good information
5:24 Thanet Cool, thank Vern that mean a lot to them, these are good reporter
5:25 Vern (yeah) I can see they report good not sensationalise
5:25 Thanet [Sticker]
5:27 Thanet I wish you and other Uk diver will recived the Medal of Honor, you guy really deserved it. Keeps me update if you guy got one :)
5:28 Vern [Sticker]
14:40 Thanet [Photo]

2018/09/08(Sat)

24:56 Thanet [Photo]
24:57 Thanet Hi Vern, didn't you received this ? I don't see you in the pictures josh send me
1:55 Vern No because I'm a Brit paperwork has to be signed off by the Government back in the UK and this has not been done yet it's in the to do pile 555
1:57 Thanet Ah I see
1:58 Vern And would like to have the others in the UK team receive the medals at the same time
1:58 Thanet I was wonder for a bit since you already there
1:59 Thanet Great ! What honor. I'm happy for you guy
1:59 Thanet At least Thai Government give out recognition :)
1:59 Vern It's the highest level honour Level 1 there are 6 levels
2:00 Thanet [Sticker]
2:00 Thanet And I'm happy for josh too, it good for him and his family
2:01 Vern Mikko got level 1 Josh level 2 and the others level 3
2:01 Thanet Wow
2:03 Thanet That why they wear difference medals
2:05 Thanet You and all divers deserve level 1 medals, you guy risk your life in there
2:14 Vern [Sticker]
2:17 Thanet I wish the Thai government will give me some sort of thank you note or recognition 5555
2:47 Vern I very surprised you not received any recognition I will mention to Josh
2:48 Thanet Yeah me too. I don't know how they miss it. May be if they said I'm American that might help 555
4:23 Thanet [Photo]
4:23 Thanet [Photo]
4:23 Thanet [Photo]
4:24 Thanet We are in Aruba very nice weather here ♦

2018/09/09(Sun)

23:21 Thanet [Photo]
23:21 Thanet [Photo]
23:21 Thanet [Photo]
23:22 Thanet Now we are in the cave ♦♦ it really nice limestone cave here.

2018/09/10(Mon)

2:14 Vern [Sticker]
2:14 Vern Caves all over the world
2:16 Thanet [Sticker]
15:28 Thanet <https://youtu.be/kmyuhbHWMs>
15:28 Thanet Oh my god, check this out ♦♦♦♦
16:56 Vern What a load of bollocks the guy is nuts I've Never seen any creatures or monsters in Tham Luang in 6yrs I've been exploring and surveying the cave. Even on long solo trips nothing weird or frightening (crazy) dude
19:02 Thanet 5555
19:03 Thanet Yes, it was so funny, soon as I see this, I was like Vern got to see it too 5555 ♦♦♦

2018/09/13(Thu)

20:55 Thanet http://www.pearvideo.com/video_1429149
20:55 Thanet Hi Vern, check this out is from the Chinese film company

20:56 Thanet I have supply them with video clip from out team and my phone too.

20:56 Thanet During operation

2018/09/14(Fri)

3:28 Thanet Hi Vern

3:28 Thanet What is your email

9:55 Vern Good video

9:55 Vern [Sticker]

10:37 Vern Can I ask why you need my email (question)

14:34 Thanet I will send some useful information on the cave rescue to you

14:35 Thanet We just finally got done with putting the report together regarding with the water management

14:35 Vern vernon_unsworth@yahoo.co.uk

14:35 Thanet Thank,

14:35 Vern [Sticker]

2018/09/15(Sat)

11:50 Vern No email(question)

16:53 Thanet Hi Vern

16:53 Thanet I will send it out shortly still made change to few thing

17:16 Thanet [Photo]

17:17 Thanet Captain Dan send me this photo

17:17 Thanet [Sticker]

2018/09/16(Sun)

1:03 Vern [Sticker]

2:06 Thanet Hi Vern I just send you email regarding with the report on rescue.

2:40 Thanet The report of water management is on page 138-156

2:41 Thanet After my diary

2:44 Thanet You might interested in Story on page 45, and July 6 morning part(page 57-63).

2:46 Thanet It just a draft version. I'm still working on add more information report on pumping inside the cave (entrance to chamber 3)

4:28 Vern You have been busy I wish I had done a daily diary my one big regret but it wasn't important at the time. I can give you some positive points on the sumps from the entrance to chamber 3 and how the pumps helped 3 sumps in total 200 metres 600 metres then the sump pool from the end of chamber 2 up into Chamber 3

4:36 Thanet Thank you Vern.

Yes, I start write the diary soon as I got back while the memory is fresh.

And please don't share my diary part to anyone else, just keep between us

4:37 Thanet I have report from my team that were help out inside the cave pumping as well. I will put together and to you soon as translate it

4:38 Vern Between you and me only

4:39 Thanet [Sticker]

4:39 Vern You're welcome

4:41 Vern We are forming a Thailand Cave Foundation and Minister Weerasak has agreed to be President. Would you like to be part of an advisory group you're expertise would be valuable

4:41 Thanet Wow sound great

4:42 Thanet Sure, I would love to help. And it a great chance to work along side good people like you guy

4:42 Vern What's your full title I believe you have many qualifications including Dr (question)

4:42 Thanet I do not have PHD

4:44 Thanet Just graduated in Architecture field. Soon but I spend much time on help out water management. And we introduce groundwater recharge to thialnd 4 years ago

4:45 Thanet Our team is made up of geology, hydrology, irrigation experts, and they trust me to be a leaders of the team due to experience

4:45 Vern [Sticker]

4:46 Thanet <https://www.sts.co.th/eng/index.php>

4:49 Thanet That my farther in law business. He is the founder of the company and he the one that taught me all technic. With his access connection to his facility, personnel and equipment. We are able to continue our work in charity as helping rural people in fixing their water problem around Thailand

4:52 Thanet Full name : Thanet Natisri

4:57 Thanet They know me by Title Groundwater Expert

4:58 Vern [Sticker]

5:02 Thanet His company had facility to test contamination in soils and stuff. They also hired by Thailand Department of resource on many project. So we have access to all information such as, maps, Boring test, and Anything regarding with soil, rock, and things concern with geology around area in Thailand.

5:02 Vern Fantastic

5:03 Vern Your knowledqe is invaluable

5:03 Thanet That why, I told you guy if you need any geology map or any stuff regarding with the area around the cave in any part of Thailand we can probably have our team pull it up

5:04 Thanet I'm just a team leader who put all these people together. :)

5:12 Thanet [Photo]

5:13 Thanet [Photo]

5:13 Thanet I have my manager at restaurant put up all pictures from the rescue. So many customer come in and see it 555

5:16 Thanet We got couple customer ask me if I know the cave rescue hero who had argument with Elon musk 555

7:01 Vern Who is Elon Musk 555

13:28 Thanet [Photo]

13:28 Vern [Sticker]

13:29 Thanet [Sticker]

13:29 Vern He should engage his brain before opening his mouth 555

13:30 Thanet And I told my customer about your role in the rescue. They was like wow. Without Vern the kid would have die by now 5555

13:31 Vern I still amazed they all came out alive and so are some of the divers miracles do happen

13:32 Thanet [Sticker]

13:32 Vern I will read through your report over the next few days

13:32 Vern [Sticker]

13:33 Thanet Yes, it one in i life time experience which I would never forget. Hat off to all divers who risk their life in there

13:34 Vern I'm going into Tham Lak next Sunday the lower cave series between Tham Luang and Tham Sai Thong. Will send you some photos and video

13:35 Thanet My wife is still upset that Thai government not even send any thank you note or recognition that I was help out the recuse thou 5555

13:35 Thanet [Sticker]

13:36 Thanet Great, I would love to see it. Thank you Vern. One day I will sure go back and visit the cave ♦

13:36 Vern There are many people in the same position so I understand how she feels. Seems lot of confusion and names missed off

13:37 Thanet Yes, that what I told her. The kid is safe, that what important

13:38 Vern I agree but costs nothing to send a letter of thanks

13:39 Thanet Yes, that what upset her most, not even just thank you note 5555

13:40 Vern I will mention this at my next meeting with Minister Weerasak

13:41 Thanet When I still help out the rescue in Thailand, the Illinois Governor even call here and thank you for here to thank you for my role in the rescue

13:41 Vern Some local people also no thank you letters

13:41 Thanet And they are US governor 555

13:41 Thanet Yes, that what I also heard

13:42 Vern It's good the Illinois Governor expressed his thanks

13:43 Thanet Thank you Vern, my wife is very mad over this she was like our home country is bad 555.

13:43 Vern Jai Yen Yen

13:44 Thanet I was due to come home on June 30 after 2 month help out the rural area fix their water problem but I had to move my flight to help out at the cave... so that one reason why she so mad I think

13:44 Vern I understand her feelings. Unfortunately it's in the Thai Culture

13:45 Thanet 5555 yes I know. In other hand thou, I was not surprised because some serious faces were lost on July 6 incident

13:45 Vern Some people who responsible for sending in the lists deliberately miss off certain names coz they jealous

13:46 Thanet [Sticker]

13:46 Vern We find this out over the last 3 days

13:47 Vern I always thought a Thai Navy Seal would lose his life. I surprised not more.

13:48 Thanet You can read page 45 on my diary, the story behind the turning decision.

13:50 Thanet That bad, discredit other people work because they jealous ♦♦ I do feel bad for the people the missed. I'm sure they will think that government is abandon them

13:53 Vern I've heard a rumour that on the 26th the Navy Seals who were diving from Sam Yek were told you are diving to find and save the children even if you die. Kind of suicide mission. It was that afternoon I realized it was a strong possibility someone would pay with their lives which is why the famous note happened and the phone call to Rob Harper by Minister Weerasak that evening

13:53 Thanet I try to keep my wife happy over the recognition incident 5555. If you can talk to minister wesasak on this I would be greatly appreciated Vern. I will need to go to Thailand and help out the charity work on water in the future and I need permission That why keep wife happy is important 5555

13:54 Vern I will my friend I promise to speak with him

13:54 Vern [Sticker]

13:54 Thanet Wow

13:55 Thanet That sound crazy.

13:55 Thanet Thank Vern you could just them him that I'm a American who help out the rescue it probably better

13:56 Vern Sounds crazy but quite possible

13:56 Thanet [Sticker]

13:57 Vern Possibly because u are American and wasn't part of the American Paras so easy to miss but still not acceptable

13:58 Thanet The captain on army unit that's went in there on June 24 send me his report diary

13:59 Thanet I will some how translate it and send it to you later. Might be some useful info there, he was the first unit on scene and survey they area before anyone got there

14:00 Thanet Yes, probably. ♦♦

14:02 Vern Ruengrit said they were basically a suicide squad on the first day of diving which was the 26th

14:04 Thanet My wife was like if i told people here about my role in rescue, who would have belief, because the this government is not recognize your work there.... 555

14:04 Thanet [Sticker]

14:04 Thanet I feel bad for them and respect their courage ♦♦

14:07 Thanet I do think that navel seal is on extreme pressure from Thai government and try not to lose face. When I talk to navy seal commander on July 6 I can tell from his face. They under pressure ♦

14:07 Vern That's why I had a hard time with the thai military and also the dive team because everyone thought how can a team made up of individuals do a better job than a military unit like the Navy Seals

14:08 Thanet [Sticker]

14:08 Thanet You are right

14:08 Vern We had a very hard time believe me

14:08 Vern At times we nearly gave up

14:08 Thanet [Sticker]

14:09 Thanet This between me and you.

14:09 Thanet I got to tell you this

14:10 Vern I think you know we couldn't give 100% guarantee every child would come out alive and they found it hard to accept this

14:11 Vern Major Charles Hodges even said this

14:11 Vern Anything you or I say is confidential

14:12 Thanet July 5-6 before the turning point happens. I told col. that we continue stick to original plan, the divers and most of people will likely to go home as they tired and this plan is doom. They kid will not survive until end of monsoon season. We would not able to fight with water.

14:13 Vern The meeting you had on the 6th and Josh was with you changed the course of action

14:13 Vern 100% agree with you

14:13 Vern Bad Air

14:13 Vern CO2

14:13 Thanet I told them that we have job and get on with our life. So if UK divers go home. Who is gonna help you guy

14:14 Vern Infection

14:15 Thanet I made it sound like I put pressure on them to consider what will happen if they still not listen to us

14:15 Vern Lack of food because dives could not be carried out on a regular basis and divers would put there lives at risk

14:16 Vern Flooding

14:16 Thanet And that what col. Tell his friend and ally. And ask them to help us turning decision and made our voice heard.

14:16 Thanet [Sticker]

14:17 Vern And if one child died how would the rest feel and the smell of a decomposing body would be horrendous

14:17 Thanet [Sticker]

14:17 Thanet Lot more infection and lost in moral for sure

14:18 Thanet I can't even imagine

14:18 Thanet [Sticker]

14:18 Vern Yeah unfortunately reality and they didn't consider a number of what I said

14:19 Thanet [Sticker]

14:19 Vern When I mentioned death of one and a decomposing body they looked at me in astonishment

14:20 Thanet [Sticker]

14:20 Thanet I heard there are many politics behind this

14:20 Vern Moral like you said would have got lower and lower

14:20 Vern Yes politics and loss of face

14:20 Thanet The kid would freak out

14:20 Vern [Sticker]

14:21 Thanet I'm so glad that we did pull this off together

14:23 Vern Yes my friend something we can be proud of.

14:24 Thanet [Sticker]

18:17 Thanet <http://englishnews.thaipbs.or.th/minister-weerasak-recounts-international-rescuers-brought/>

18:17 Thanet Wow I just read interviews from minister Weerasak. He highly speak of you during the rescue

2018/09/17(Mon)

1:41 Vern Morning is it a video or just press reading

1:42 Thanet I think it his interviews

1:43 Thanet The new Chanel put together of who/how manage to get cave divers to Thailand.

1:44 Vern [Sticker]

1:44 Vern But no video

1:44 Thanet He sound like a honest person his story match what you told me

1:45 Vern He lovely guy very pleasant to be with. I am going to talk to him about you

1:45 Thanet I just read about him. I don't think I met minister Weerasak before. Just minister Anupong Paochinda

1:47 Thanet Thank you Vern, I'm very appreciated. You can tell him story of my involvement may be that will help him understand more.

1:51 Vern [Sticker]

1:51 Thanet [Photo]

1:52 Thanet They wanted me to go talk about my experience a little bit at my former college

1:52 Vern Brilliant

1:52 Vern I have to do a talk in December to the British Chamber of Commerce in Bangkok

1:53 Vern [Sticker]

1:53 Thanet Nice
1:53 Thanet You must be excited ♦
1:54 Vern Out of my comfort zone giving public spearhead. I more comfortable in a flooded cave 555
1:54 Thanet If you need help to put material together let me know
1:54 Vern [Sticker]
1:54 Thanet Same with me. I hate give people speech, I love working, be at the work site
1:55 Vern [Sticker]
1:55 Thanet 5555
1:55 Vern I've got loads of material it's the speech part
1:55 Thanet Can't believe your argument with Elon musk got so many attention here at US
1:56 Thanet I see.
1:56 Vern [Photo]
1:56 Vern [Photo]
1:56 Vern [Photo]
1:56 Vern [Photo]
1:56 Vern [Photo]
1:56 Vern [Photo]
1:56 Vern Minister Paochanda in black blazer
1:57 Vern Minister Weerasak In white shirt
1:57 Thanet [Sticker]
1:57 Thanet Your partner in the background seem alway tired
1:57 Thanet 5555
1:58 Vern My Lawyers both sides of the Atlantic are the best libel and defamation Lawyer's around. L. Lin Wood PC in LA and Mark Stephens CBE of Howard Kennedy in London
1:59 Thanet [Sticker]
2:00 Vern Yeah Tik was with me from the 25th. She actually cried on the last day because I didn't come out of the cave until 2 hrs after the last bit came out. She thought something had happened to me.
2:01 Vern The meeting on the 26th and the 6th turned what happened
2:01 Thanet [Sticker]
2:01 Vern Boy
2:01 Vern Last boy
2:02 Thanet I didn't know that part before. She must really worry about you.
2:02 Thanet You are the one that made meeting June 26 happens Vern. Without you, I can't imagine how will it turn out
2:03 Vern We good together. They say behind a good man is a good and strong woman 555
2:03 Thanet Well, what they said it truth 5555
2:03 Vern I know but the 6th also very important
2:04 Thanet Yes, I was happy to able to pull the string behind and made it happens, and josh was very helpful as well
2:05 Thanet And also col. Shinghanat without him meeting on 6th would never happens
2:05 Vern [Photo]
2:06 Vern Col in white hair him or not
2:06 Thanet That his boss
2:06 Vern Ah ok
2:06 Thanet He is second in command let me send you photo
2:07 Vern People out there not realise what really happened on both these days
2:09 Thanet [Photo]
2:09 Thanet [Photo]
2:10 Thanet Col. Is the one who help made meeting between us happens
2:10 Thanet The second Photo is the morning day of the 6th. The col is second from the right
2:11 Thanet He is the one who ask his fellow col. (one on yellow shirt) to reach out to head of security guard of prime minister after no one listen to us that day
2:12 Thanet I and josh we were there to talk helicopter tour but instead we end up with talk to official to over turn the plan
2:28 Vern [Sticker]
2:28 Vern [Sticker]
2:30 Vern I remember Josh talking to me about the Helicopter ride 555
2:31 Thanet Yes, i got story wrote down on my diary :)
2:32 Thanet On that day. It a rough draft you can read about it. It so funny 5555
3:44 Vern [Photo]
3:44 Vern How long was the TUBE inside(question)
3:46 Vern [Photo]
3:46 Vern [Photo]
3:47 Vern [Photo]
3:47 Vern [Photo]
3:47 Vern There was no way the tanks could be safely attached to the TUBE (exclamation)
4:50 Thanet Nice photo of us
4:50 Thanet Who took that photo ? 555
4:50 Thanet [Photo]
4:51 Thanet I think this was July 6? Or little before
4:51 Thanet The tube is 5 ft long far as I remember

4:52 Thanet I did take couple close up photo of the tube, I was there when the space X guy transfer the pod to Thai navy seal. They also give them introduction of each component of the pod as well

4:54 Thanet There are so small space inside the tube

4:54 Thanet I think these photo of the pod is from my camera 555

4:54 Vern Inside tube how long

4:55 Vern Think Tik take photos

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet [Photo]

4:55 Thanet Yep, that photo is from my phone.

4:56 Thanet 5 ft 3 inches long if I remember it correctly

4:56 Vern Some or most of the children not fit inside !!!

4:56 Vern Death Trap

4:57 Thanet Or it might be longer I need to check I wrote it down.

4:57 Vern [Sticker]

4:57 Thanet But it was very small, I personally think try kid will be so scare if they were in that pod

4:58 Vern Yes and need sedation anyway because they would panick inside

4:58 Thanet Their shoulder would have bent would have been so uncomfortable

4:59 Thanet [Photo]

4:59 Thanet [Photo]

4:59 Vern No way of knowing they still alive because cannot see. When the divers carry the child they can see bubble from tank they breathing from. Inside TUBE cannot check (exclamation)

5:00 Thanet I think these photo is from that morning of July 6 !!

5:00 Vern Yes I think same also

5:00 Thanet Yes, I greed. It should be glass or something they could see thou

5:01 Vern Let me know inside measurements and circumference if possible

5:01 Thanet Sure thing. I think one of my team mate that were there wrote down the specification

5:02 Thanet Or I could just send message ask one of their engineer. We exchange contact

5:02 Vern [Sticker]

5:02 Thanet I think Martin also asking same thing too

5:03 Vern No please not ask engineer need keep between you and me

5:03 Thanet He wanted close up photo of the pod. And I send him those photos as well

5:03 Thanet Oh, ok no worry. I will try to find that info we wrote down then

5:04 Vern Also my friend Phil Collett ex experienced cave diver and technology expert also says it's a death trap

5:05 Thanet 5555 he might be right

5:26 Vern What's your address in Illinois

5:27 Thanet 1105 Folgers st
Marion, Illinois
62959
USA
Tel: (618) 751-9498

5:27 Thanet Thanet Natisri

5:32 Vern Let me know the measurements when convenient

5:32 Vern [Sticker]

5:32 Thanet Sure

5:33 Vern I have spoken to Ben Svasti about you. He remembers you very well and you were on the original list for thanks etc

5:33 Thanet Ah

5:34 Thanet Have I seen him before ?

5:35 Vern Yes

5:36 Vern Many times he is Honorary Consul for the British Embassy

5:36 Thanet Do you have any picture of him

5:36 Vern [Photo]

5:36 Vern White shirt

5:37 Vern [Photo]

5:37 Thanet Ah , is he The one that negotiate with Thai government on July 5?

5:38 Vern Yes with Simon also the British Embassy

5:38 Thanet I remember now!!!

5:39 Thanet I saw them on morning July 6 after they got off the van!!

5:39 Vern [Photo]

5:39 Vern Simon in check shirt back to the camera

5:39 Thanet I remember they told me " the government Will need time to think " they are Great guy!!!

5:39 Thanet Yes. I remember them now.

5:39 Thanet [Sticker]

5:40 Vern [Sticker]

5:40 Vern No one out there really knows what went on behind closed doors
5:40 Thanet It was after they told me, I then talk to col. to get our back up plan on to action
5:41 Thanet [Sticker]
5:41 Thanet Yes. One day the story on behind June 26 and July 6 will reveal
5:42 Vern I was asked to go into the meeting on the evening of the 6th but I not go because I had said enough and did not wish to say something that would upset those in charge 555
5:42 Thanet 55555 smart move
5:43 Vern Sometimes I admit I not very diplomatic I say what I mean and say it how it is. Sometimes people not like to hear the truth
5:43 Thanet It was vey in tensify
5:43 Vern No point in Bullshit
5:44 Thanet I wrote down the incident roughly on my diary you can read about it. That July 6 night
5:44 Thanet Many politic involved. Even to the last minute
5:45 Vern Crazy when 13 lives at risk
5:46 Thanet I remember one of our ally commanders went up to me and tell me that the problem in this is that Governor is not get along with Vern
5:46 Thanet On July 6 evening
5:49 Thanet The vibe in the room on July 6 evening was so divided. Commanders broke into 2 faction one support us, one against us
5:50 Thanet Our ally commanders did well on hold their ground. Even then some idiot stood up in the middle of the room and criticized our decision.
5:51 Thanet It was stop by Lt. General Buncha and minister paochinda yelling at them 555
5:53 Thanet [Video]
5:53 Thanet [Video]
5:53 Thanet [Video]
5:54 Thanet That first clip was the main meeting
5:55 Thanet Second and third was a private meeting, Minister paochinda sit with me and my farther in law ask us to write down the conclusion why drilling is not option, and made it sound like diving is only way to do and need to do it right away
5:56 Thanet He told every one to stay back to the back roll.
5:58 Thanet After the main meeting done. We went in to the small room to continue meeting. Josh walk in there with high officials and minister. I walk follow later but governor guard drag my shirt collar and pull me out 5555 so I sit in the main room with everyone discuss the situation.
5:59 Thanet It was not long after, interior minister paochinda walk out the room and come sit with me. He thank for my recommendation earlier on the phone before he got here and he talking to us for like 30 minute
6:00 Thanet And ask us to write a pieces of paper to send to prime minister (because many people still think drilling is priority option) so I made it sound like only drive is the option !!!
6:03 Thanet [Photo]
6:04 Thanet We have person sit next to us type this letter 3 piece, minister Paochida take 2 to present to prime minister and we keep 1 copy
6:06 Vern Amazing what went on. Good I not present 555
6:06 Vern This letter no one knows about its history
6:07 Thanet From then, I told him. Only thing that matter now is diving and divert more water. 5555
6:08 Thanet Many people are not happy Vern. Specially the drilling team because after that they got order to stop as it waste time and resources
6:08 Vern Same type of meeting I had on 26 but Narongsak say nothing he very quiet 555
6:09 Vern I know but the lives of the children more important than people's pride or reputation
6:10 Vern I said many times waste of manpower try to find cave entrance go in from the mountain.
6:12 Vern Like Martin said in an interview I know Nan Nong mountain area better than most local people because I survey and go into the jungle and valleys many times and most on my own
6:16 Vern [Video]
6:16 Vern [Video]
6:16 Vern [Video]
6:17 Vern [Video]
6:17 Vern [Video]
6:17 Vern [Video]
6:18 Vern [Video]
6:18 Vern September 2017 Phamee
6:18 Vern [Video]
6:19 Vern [Video]
6:21 Thanet [Sticker]
6:21 Thanet Narongsak also said nothing in the July 6 meeting
6:21 Thanet [Sticker]
6:22 Thanet I wish we could see each other sooner than June 30
6:22 Vern What people don't understand is that the water at the far end of Tham Luang flows all year round. But as yet we don't know where it comes from or goes to (exclamation)
6:23 Vern It disappears in a number of places never to be seen again (exclamation)
6:23 Thanet So I can may be speed up work that seem more priority
6:23 Thanet Um.. interesting
6:24 Vern And where does the water come from? Myanmar (question)
6:25 Thanet It likely come from the west side of the mountains catchment area
6:25 Thanet I will send you a report from our geology team

6:25 Vern The water is very cold meaning it has travelled very far underground. The water in Monk's Series was warmer means it had not travelled very far underground
6:26 Thanet We working on best scenario of how groundwater move thou area
6:26 Thanet By using GIS information and geology info
6:26 Vern [Sticker]
6:26 Vern 555
6:27 Thanet I will send you report once it done
6:27 Thanet We need to go back and investigate more.
6:28 Thanet Monk series water likely mainly come from Haui Nam Dun west and northwest side of the cave
7:24 Vern I will find the entrance from inside because not easy to find from outside
7:25 Vern Lom very strong but cave passage very difficult
10:21 Vern [Sticker]
10:23 Vern Any luck with internal length of the TUBE and circumference. I was told 1.61 and 12inch circumference
13:50 Vern [Video]
13:51 Vern [Video]
13:53 Vern [Video]
13:53 Vern [Photo]
13:54 Vern [Video]
13:55 Vern [Photo]
13:55 Vern [Video]
13:57 Vern [Video]
13:57 Vern [Photo]
16:45 Thanet That look
Great
16:46 Thanet I still waiting on reply on the tube
23:45 Thanet Hi Vern
23:45 Thanet Thank for the video
23:45 Thanet They did a great job with the restoration of the park
23:45 Thanet The water condition is lovely
23:45 Thanet [Sticker]

2018/09/18(Tue)

3:16 Vern Nice to see it recover
3:21 Vern [Photo]
3:21 Vern [Photo]
3:21 Vern Road up to Phamee this morning
3:53 Thanet Is that flood 💎💎
3:54 Vern [Sticker]
3:54 Thanet 💎💎
3:54 Vern Any reply on the TUBE
3:54 Thanet Still waiting he is looking into this stuff
3:55 Thanet [Photo]
3:55 Thanet I got this in reply
3:55 Thanet But still waiting on more dimension
3:56 Vern [Sticker]
3:57 Thanet [Sticker]
4:36 Thanet <https://www.apnews.com/4f4ddea4fa0c43ae984447fae85cf644/Diver-who-helped-with-Thai-cave-rescue-sues-Elon-Musk>
4:36 Thanet I saw you on the news !!!
4:41 Vern [Sticker]
4:45 Thanet this story will go viral in US 5555
4:45 Thanet i bet elon musk will lose this case
4:45 Vern (yeah) to be expected
4:45 Vern He will lose for sure
4:46 Thanet with his popularity, it will be bad for his business
4:46 Thanet i just now know, he been attacking you repeatedly many time
4:46 Thanet by what the article said
4:46 Vern If he has any sense he would settle quickly
4:47 Vern Phil Collett an ex cave diver has done a great assessment on the Musk Tube
4:52 Thanet [Sticker]
4:52 Thanet I got question
4:52 Vern Go ahead
4:52 Thanet So from chamber where the kid stay to chamber 3, did we end up with using one diver per one kid?
4:53 Thanet I know on July 6 we purpose 2 diver/ 1 kid
4:53 Vern Yes 1 diver 1 child
4:53 Thanet On the way to chamber 3 right
4:53 Thanet All the way
4:53 Vern (yeah) all the way from 9 to 3
4:53 Thanet Ok
4:54 Thanet That what I thought

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